

DEPARTMENT OF MANAGEMENT AND MARKETING

Welcome from the Chair

Greetings from the Department of Management and Marketing. Our goal is to provide our students with an applied education that will prepare them for success upon graduation. We do this through real-world class projects, professional skills, and certifications such as Adobe Suite, Google Analytics, Excel, active student organizations, and paid, for-credit internships. Our faculty members have extensive experience in the business world that enables them to provide our students with knowledge and skills that go beyond the traditional classroom.

Whether you're interested in marketing, sales, human resource management, supply chain management, entrepreneurship, nonprofit leadership, or business administration, we have the program to fit your needs.

Students in the Department of Management and Marketing have a wide-range of professional student organizations to choose from including: The Society for Human Resource Management (SHRM), Pi Sigma Epsilon (professional sales organization), Students in Information and Supply Chain Association, ENACTUS (national entrepreneurship organization), American Marketing Association (AMA), Student Nonprofit Leadership Organization (SNLO) and International Business Organization (IBO). Students who excel academically are invited to join Beta Gamma Sigma, the international honor society for business students.

The department is also home to the Center for Entrepreneurship and the Center for Non-Profit Leadership.

If you have any questions or would like to visit the Williamson College of Business Administration, please contact me any time.

Dr. Bruce Keillor, Chair

Department of Management and Marketing

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Marketing Chair

Bruce Keillor, Ph.D., Professor, Chair

Professor

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Kendra Fowler, Ph.D., Professor

Omer Genc, Ph.D., Associate Professor

Christina Saenger, Ph.D., Associate Professor

Doori Song, Ph.D., Professor

Ying Wang, Ph.D., Professor

Lecturer

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Laura J. Dewberry, M.B.A., Senior Lecturer

Sarah Gary, M.S., Lecturer

John Rossi, M.B.A., Senior Lecturer

Donna Walsh, M.B.A., Senior Lecturer

Management Professor

Patrick J. Bateman, Ph.D., Professor

Jeong Hoon Choi, Ph.D., Associate Professor

Ramesh Dangol, Ph.D., Professor

Rangamohan V. Eunni, D.B.A., Professor

Guohong (Helen) Han-Haas, Ph.D., Professor

Jessi Hinz, Ph.D., Assistant Professor

Alina Marculetiu, D.B.A., Assistant Professor

Lecturer

Courtney D. Borruso, D.O., Principal Lecturer

Joanna Forbes, M.S., Lecturer

Michelle L. Green, M.B.A., Lecturer

Kimberly Pleva, M.B.A., Senior Lecturer

MAJORS

- Business Administration (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-business-administration/departments-management-marketing/business-administration/>)
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MINORS

- Business*
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- Management Information Systems (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-business-administration/departments-management-marketing/management-information-systems-minor/>)*
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CERTIFICATES

- Business Analytics (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-business-administration/department-management-marketing/certificate-in-business-analytics/>)
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- Nonprofit Leadership (<https://catalog.ysu.edu/undergraduate/colleges-programs/college-business-administration/nonprofit-leadership-certificate-minor/>)

Advertising

ADV 3710 Basic Public Relations 3 s.h.

Study of the management function which investigates and evaluates public attitudes, policies, means, and techniques used in the field to earn public understanding and acceptance.

Prereq.: sophomore standing, 2.5 GPA.

ADV 3712 Creative Strategies in IMC 3 s.h.

The creative process is related to the different message and graphic needs required in advertising, public relations, and sales promotion. Examines the synergistic possibilities of the separate efforts focused on the same creative strategy within an integrated marketing communications (IMC) campaign.

Prereq.: junior standing, 2.5 GPA.

ADV 3717 Media Planning and Buying 3 s.h.

Planning, executing, and controlling of media buys. Techniques of allocation of budget among print and electronic media explored on national, regional, and local levels familiarizing the student with syndicated media resources.

Prereq.: ADV 3711, 2.5 GPA.

ADV 3720 Introduction to Adobe Creative Cloud 3 s.h.

The Adobe Creative Cloud is a suite of programs to aid in the development and execution of graphical assets used for marketing, advertising, and branding. This course will introduce the student to the inner working of Adobe Creative Cloud programs and how they relate to one another as well as the proper usage of the programs. Through practical exercises, students will become fluent in industry standard software for line art, logos, vector graphics, and page layout for both print and web as well as tricks and time efficient techniques to keep work clean and professional.

Prereq.: BUS 2610, 2.5 GPA.

ADV 4855 IMC Campaigns 3 s.h.

Capstone course in the integrated marketing communications curriculum. By employing the fundamental theories and practices garnered from previous integrated marketing communications courses for a specific IMC problem, the focus is the development of an integrated marketing communications campaign.

Prereq.: ADV 3711, ADV 3712, ADV 3717, 2.5 GPA.

ADV 4899 Independent Study 3 s.h.

This course will allow students to develop a special topic of interest under the direct supervision of a marketing faculty member. The objective of this course is to provide the student with a strong understanding of a specific area of advertising.

Prereq.: 2.5 GPA AND special approval required.

Entrepreneurship

ENT 3700 Entrepreneurship New Venture Creation 3 s.h.

An examination of the entrepreneurial process from opportunity recognition and assessment through the launch of the new firm. Emphasis placed on exploring creativity and innovation. Students will develop a feasible business idea, present the idea as an elevator pitch, and write a business proposal.

Prereq.: BUS 1500, sophomore standing, 2.5 GPA.

ENT 3750 Entrepreneurship-Small Business Financial Management 3 s.h.

Practical application of accounting and finance concepts in small/new businesses. Emphasis on raising capital, understanding financial statements, implementing small business accounting software, and forecasting revenue, expenses, and cash flow.

Prereq.: BUS 1500 (C or better), sophomore standing, 2.5 GPA.

ENT 4800 Entrepreneurship-Business Plan Development 3 s.h.

An in-depth study of the aspects of a successful business plan. An individual business plan will be developed by students based on the analysis of a viable business concept.

Prereq.: ENT 3700, 2.5 GPA.

ENT 4850 Entrepreneurship Internship 3 s.h.

The student is given the opportunity to relate theory to practice in an on-site field experience in a new venture or local small business. Student works 12-15 hours per week under direct supervision of company management and direct guidance of faculty advisor. A weekly journal and final report are required.

Prereq.: junior standing, 2.5 GPA and special approval required, OR special approval required.

ENT 4851 Field Studies in Entrepreneurship 3 s.h.

Students work with actual problems and opportunities faced by small businesses under faculty supervision. Problems/opportunities are defined, analyzed and researched. Recommendations are developed and presented to business owners for evaluation.

Prereq.: 2.5 GPA, special approval required.

Management

MGT 2604 Legal and Social Responsibilities of Business 3 s.h.

Students will engage in an examination of the legal environment and corporate social responsibility expectations that decision makers must consider in today's business environment. Students will develop an understanding of how these factors can create complex challenges that must be navigated to ensure that organizations act in legally, ethically, and socially responsible ways.

Gen Ed: Social Science 2024.

MGT 2605 Collective Bargaining 3 s.h.

This course examines the legal framework of collective bargaining; the economic, technological and public policy environment influencing collective bargaining; preparation for bargaining; the dynamics of the collective bargaining process; costing wages and benefits; reaching a settlement and avoiding impasse; strikes, lockouts, and pressure tactics; and alternative dispute resolution strategies.

MGT 2606 Contract Administration 3 s.h.

This course examines the elements of effective contract administration including the rights and responsibilities of employees, stewards, supervisors, management, and unions; interpreting and applying contract language; managing the grievance procedure; administering discipline; the role of arbitration; and managing the labor-management relationship.

MGT 3705 Fundamentals of Occupational Safety 3 s.h.

Overview of the broad concepts of occupational safety and health that provide a proper foundation for understanding the basic principles of workplace safety and health programs. Analysis of the regulatory environment including OSHA and Workers' Compensation; the development of safety management programs; the evaluation of workplace hazards; and discussion of the economic, political, and societal implications involving workplace safety and health.

Prereq.: junior standing, 2.5 GPA.

MGT 3715 Managing Employee Relations 3 s.h.

Business success often hinges on an organization's most valuable resource: its employees. In today's dynamic business environment, effective leaders must prioritize positive employee relations practices to foster a workplace that minimizes conflict, enhances employee retention, and promotes satisfaction, all while upholding ethical standards. This course will explore how to develop and implement strategies that support healthy employee relationships, address challenging employment situations, and navigate issues such as labor organizations and current workplace trends.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MGT 3725.

MGT 3725 Fundamentals of Management 3 s.h.

Position yourself for management and leadership opportunities in your career. This course builds the foundation for developing the knowledge, skills, and mindset needed to succeed as a manager. Students learn how managers plan, organize, lead, and control to help organizations achieve their goals, while examining how organizational structure, culture, and decision-making shape effectiveness. Emphasis is placed on strengthening problem-solving, professional behavior, collaboration, and self-awareness, essential capabilities for contributing on teams today and growing into leadership roles tomorrow. Sophomore standing required.

Prereq.: BUS 1500 (C) or BUS 1500H (C) and 2.5 GPA.

MGT 3735 Communications for Management and Business 3 s.h.

Analyzes communication and information processes as means for coordinating and controlling organizational activities. Analytical writing activities required including a long, formal report.

Prereq.: ENGL 1551, MGT 3725, permission of instructor.

MGT 3750 Fundamentals of Human Resources 3 s.h.

This introductory course provides a comprehensive overview of the fundamental principles of Human Resource Management (HRM). Students will explore key concepts such as individual and group decision-making, motivation, perceptions, and attitudes, and their impact on HR processes. Topics covered include job design, employee selection, organizational development, total rewards, employee relations, and workplace health, safety, and security. This course serves as the first step in a series of HR courses, equipping students with the essential knowledge and skills needed for advanced HR studies.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MGT 3725 (may be taken concurrently).

MGT 3755 Managing Workplace Compliance 3 s.h.

This course explores current trends, events, and challenges shaping today's workplaces. Students will examine evolving employment laws, compliance requirements, workplace safety, and HR policies, while learning best practices to support ethical and legally sound decision-making in dynamic organizational environments.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MGT 3725 (C).

MGT 3761 Management Information Systems 3 s.h.

Study of information systems and their interaction with individuals and organizations, providing a basic understanding of hardware, software, and computer technology used in information systems.

Prereq.: 2.5 GPA and junior standing.

MGT 3771 Social Media and E-Commerce 3 s.h.

Businesses rely on social media, digital platforms, and e-commerce to reach customers, build relationships, and create value. This course examines how organizations attract, engage, and convert connected customers through content, customer experience design, social media strategy, and search engine optimization (SEO). Students learn these practices from a managerial perspective, including how to develop insights and make recommendations. Industry-recognized certifications are incorporated to strengthen career readiness.

Prereq.: MGT 3725 OR MKTG 3703, 2.5 GPA.

MGT 3775 Database Management Systems 3 s.h.

Design and management of organizational data resources. Database issues include design, definition, creation, documentation update, maintenance, revision, selection, acquisition, and use. The implementation of the hierarchical, network, and relational models with emphasis on business applications.

Prereq.: MGT 3761 (C or better), 2.5 GPA.

MGT 3789 Operations Management 3 s.h.

Study of current operations management theories and practices with emphasis on direction, planning, and control of production systems. Includes detailed analysis in such areas as materials management, work measurement, quality control, scheduling, maintenance, and forecasting.

Prereq.: BUS 2600, 2.5 GPA.

MGT 4801 Leadership in Business and Society 3 s.h.

Leadership accounts for a significant part of the performance in business, non-profit organizations and government agencies. This course provides a broad understanding of leadership as phenomenon and its impact on the behavior of individuals in organizations and firm performance.

Prereq.: MGT 3725, 2.5 GPA.

MGT 4810 Compensation and Performance Appraisal 3 s.h.

Design and administration of compensation systems. Topics: pay equity, job evaluation, wage and salary structure, merit and incentive programs, benefits packages and compensation legislation. Emphasis on the role of performance appraisal in administration decision making.

Prereq.: MGT 3725, 2.5 GPA.

MGT 4818 Training and Development 3 s.h.

This course will examine the role and processes of employee development in order to maintain a productive workforce and stay competitive in today's environment. It will cover adult learning theories and principles of training and development. It will follow the training and development process from the needs assessment to the training evaluation. The course will also examine the training and development concerns such as maintaining a learning culture, ethical considerations, and future trends.

Prereq.: MGT 3725 (C or better), 2.5 GPA.

MGT 4819 Talent Selection & Acquisition 3 s.h.

The global, competitive business environment of today requires companies to look for every way possible to increase business performance. A key way to do this is by improving employee performance to gain competitive advantage. Having the right employees, in the right jobs, at the right time, will prove to increase business success. Therefore, careful selection of employees for positions becomes key for managers to succeed to at in order to exceed business goals. Employees, who have the talent to do their jobs, have been shown to perform at higher levels. This course includes an intensive analysis of programs used in talent acquisition. It will also include an overview of the human resources planning process, and how this process integrates with overall business planning & success.

Prereq.: MGT 3725 (C or better), 2.5 GPA.

MGT 4820 Supply Chain Management 3 s.h.

This course examines supply chain processes and decisions that enable coordination across functions and partners to achieve global competitive advantage. Students engage in news discussions, experiential learning, and case analyses while building skills with quantitative and analytical tools (e.g., spreadsheets, dashboards, enterprise information systems) to support decision making. Some focus areas include coordination, forecasting, strategic sourcing and global strategy, transportation and logistics, risk and resilience, sustainability, and digital tools for visibility and decision-making. Students develop an appreciation for strong supply chain partnerships and teamwork, which are essential to responding to global challenges, navigating uncertainty, and driving performance.

Prereq.: C or better in BUS 2600, 2.5 GPA.

MGT 4821 Business Process Integration 3 s.h.

This course examines the forces driving enterprise integration as well as the management decisions associated with the design and implementation of enterprise systems. Students successfully completing this course will have thorough understanding of enterprise integration as well as practical experience of configuring and using SAP.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MGT 3789.

MGT 4822 Scheduling and Inventory Management 3 s.h.

In this course, fundamental concepts of scheduling and inventory control such as loading, sequencing, service scheduling, economic order quantity, supply chain management, etc. will be introduced. Advanced topics e.g., efficient scheduling, delivery systems, contract management, etc. will be explored.

Prereq.: 2.5 GPA and MGT 3725.

MGT 4844 Strategic Human Resource Management 3 s.h.

Capstone course of the human resource (HR) major and should be taken in students' last semester. Purpose is to integrate knowledge within HR and across disciplines in developing and implementing HR strategy. Special focus will be given to developing the proficiencies necessary to serve as an HR consultant, especially in quantifying the impact of HR practices.

Prereq.: 2.5 GPA, OR special approval.

Prereq. or Coreq.: MGT 4810.

MGT 4844C CE Strategic Human Resource Management 3 s.h.

Capstone course of the human resource (HR) major and should be taken in students' last semester. Purpose is to integrate knowledge within HR and across disciplines in developing and implementing HR strategy. Special focus will be given to developing the proficiencies necessary to serve as an HR consultant, especially in quantifying the impact of HR practices.

Prereq.: 2.5 GPA, OR special approval.

Prereq. or Coreq.: MGT 4810.

MGT 4850 Strategic Management 3 s.h.

Analysis of problems and issues faced by organizations operating in today's dynamic environment interspersed with multiple stakeholders. Students integrate concepts and techniques learned from a range of disciplines and apply them to all levels of firms functioning in a wide variety of industries.

Prereq.: MKTG 3703, MGT 3725, FIN 3720, senior standing, 2.5 GPA, and graduation evaluation.

Gen Ed: Capstone 2024.

MGT 4880 Special Topics in Management 1-4 s.h.

Subject matter, credit hours, and specific prerequisites to be announced in advance of each offering.

Prereq.: 2.5 GPA, special approval required.

MGT 4881 Project Management 3 s.h.

Study of project management topics regarding project planning, work breakdown structure, scheduling, PERT/CPM, controlling and managing the costs, resource allocation, project control, and project termination. Includes the environment in which project managers work and its organizational structures: functional, project, and matrix organizations. Computer-based project management software is also introduced.

Prereq.: MGT 3725, 2.5 GPA.

MGT 4882 Seminar in Logistics 3 s.h.

In-depth study of selected topic(s) in logistics. Application to practical logistics problems culminating in a written report and an oral presentation. Intended for students in the logistics minor.

Prereq.: Senior status and completion of 9 s.h. in the minor.

MGT 4883 Project Scheduling and Controlling 3 s.h.

This course will help prepare a student to manage, coordinate, and supervise the planning and scheduling process from concept development through project completion on timely and economic bases. This instruction will help facilities management, project planning; budgeting and cost control; logistics and materials management; personnel management, processes, and techniques; organization and scheduling.

Prereq.: MGT 3725; 2.5 GPA.

MGT 4895 Management Internship 3 s.h.

Offers the student the opportunity to relate theory to practice through on-the-job work experience with participating organization. Mandatory bi-weekly meetings with faculty advisor to insure maximum learning from the experience. Offered all three semesters each year based on the availability of internships. A written evaluation of the job experience is required.

Prereq.: junior standing, 2.5 GPA and special approval required, OR special approval required.

MGT 4897 Management Internship 2 3 s.h.

Offers the student the opportunity to relate theory to practice through on-the-job work experience with participating organization. Mandatory bi-weekly meetings with faculty advisor to insure maximum learning from the experience. Offered all three semesters each year based on the availability of internships. A written evaluation of the job experience is required.

Prereq.: 4895 (B or better), junior standing, 2.5 GPA AND special approval required, OR special approval required.

MGT 4899 Independent Study 1-3 s.h.

Development of a special topic of interest to the student under the direct supervision of a management faculty member. Credit hours vary according to the nature of the project.

Prereq.: 2.5 GPA, special approval required.

Marketing

MKTG 1520 Selected Marketing Topics 1-3 s.h.

Topics vary each semester. Subject matter and number of credit hours announced in advance of each offering. May be taken twice with change of topic.

Prereq.: special approval required.

MKTG 3702 Business Professionalism 1 s.h.

This course is intended to help students prepare for and accomplish a successful transition from college to a professional career. Students will be challenged to understand the various elements of business professionalism including etiquette, communications, image, conflict resolution, career exploration and job search.

Prereq.: sophomore standing, 2.5 GPA.

MKTG 3702H Honors Business Professionalism 1 s.h.

This course is intended to help students prepare for and accomplish a successful transition from college to a professional career. Students will be challenged to understand the various elements of business professionalism including etiquette, communications, image, conflict resolution, career exploration and job search. Sophomore standing required.

Prereq.: 2.5 GPA.

MKTG 3703 Marketing Concepts and Practice 3 s.h.

The activities involved in marketing products, services, and ideas examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy.

Prereq.: sophomore standing, 2.5 GPA.

MKTG 3703H Honors Marketing Concepts Practice 3 s.h.

Honors Marketing Concepts and Practice. The activities involved in marketing products, services, and ideas examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy. Sophomore standing required.

Prereq.: 2.5 GPA.

MKTG 3709 Retail Marketing 3 s.h.

Retailing is the largest industry and the dominant employer in the U.S. economy. The industry is explored, with particular emphasis on understanding the activities of retailers, both large and small. Topics include shopper behavior, store location, store layout, product presentation, and customer service. The criteria for success in retailing, the impact of technology on retailing, and the retail process examined within the larger domain of marketing. Beneficial to all marketing and business majors, as well as others engaged in shopping activities.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 3711 Marketing Promotional Strategies 3 s.h.

Examines the integration of promotional activities within a marketing context. Presents the marketing communication role of the four elements in the promotional mix then takes a holistic perspective that focuses on the interrelationships among advertising, public relations, sales promotion, and personal selling.

Prereq.: sophomore standing, 2.5 GPA.

MKTG 3720 Business to Business Marketing 3 s.h.

Characteristics of Manufacturers' goods, channels of distribution, functions of intermediaries, distribution costs, marketing research, government control, and legal limitations. Product policies, service policies, packaging policies, price policies. Industrial advertising organization, planning and budgeting, uses of advertising agencies and national advertising media, sales manuals, dealer helps.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 3726 Consumer Behavior 3 s.h.

Individual and group behavior as related to marketing consumer behavior, considered from both the standpoint of the marketing manager and from that of the individual as a consumer. The behavioral sciences serve as a background to provide standards for the social and human evaluation of current marketing activities. Topics include the buyer as problem solver, buying decision processes and models, measurement of promotional effectiveness, and life style analysis.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MKTG 3703.

MKTG 3740 Professional Selling 3 s.h.

Personal selling and sales management examined within the marketing environment. Emphasis on marketing relationships, buyer motivation and behavior, selling strategy and sales management techniques.

Prereq.: sophomore standing, 2.5 GPA.

MKTG 3742 Organizational Purchasing 3 s.h.

Examination of procurement and purchasing activities within the organization with a concentration on the multiple levels of supplier and customer relationships. Topics include current trends in procurement and sourcing, purchasing policy and procedures, supplier evaluation and selection, sourcing processes, and contract management.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 3745 Sales and Account Management 3 s.h.

The course provides an overview of sales and account management. Concepts covered include strategic planning, sales leadership, analyzing customer-client-buyer markets, and designing and developing a sales force.

Prereq.: 2.5 GPA.

Prereq. or Coreq.: MKTG 3740.

MKTG 3747 Negotiations Concepts and Strategies 3 s.h.

The purpose of this course is to understand the theory and processes of negotiation so that the student can successfully negotiate in a variety of professional settings.

Prereq.: junior standing, 2.5 GPA.

MKTG 3749 Sports Marketing 3 s.h.

The field of Sports Marketing has emerged as a notable sector in commerce over the past three decades. This course will explore strategies for marketing through sports which include conventional marketing approaches as well as innovative sponsorship strategies. The course will also examine the more specialized aspects of sports marketing which involve active measures that are designed to influence consumer preferences for a variety of sports products and service - the marketing of sports.

Prereq.: 2.5 GPA.

MKTG 3750 Product and Brand Management 3 s.h.

New product development and brand creation process from idea generation to launch; diffusion of innovation and sales forecast of new product, market entry strategy, branding of new product, business plan for new product.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 4811 Digital Marketing 3 s.h.

In-depth investigation of interactive marketing including direct response marketing and other technology-based forms of business-customer interaction including measuring the effectiveness and the integration of interactive marketing activities into the overall marketing strategy.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 4815 Marketing Research and Analytics 3 s.h.

Introduction to the major areas of marketing research. Problem definition, research design, gathering information and analysis to assist marketing management with the decision making process. Emphasis will be placed on using data and information in an applied context.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 4825 Marketing Management 3 s.h.

Comprehensive study of the management functions in marketing including organization, planning, research, merchandising, sales, advertising and promotion, marketing channels, and control related to corporate policies and objectives. Management practices covering recruiting, selection, training, equipping, compensating, and supervising.

Prereq.: MKTG 3703, MKTG 3726, 2.5 GPA.

Prereq. or Coreq.: MKTG 4815.

MKTG 4842 Special Topics in Marketing 1-3 s.h.

Topics vary each semester. Subject matter, number of credits, and prerequisites announced in advance of each topic. No more than one Special Topic per semester is permitted. May be taken twice with change of topic.

Prereq.: 2.5 GPA, special approval required.

MKTG 4845 International Marketing 3 s.h.

Development of United States trade, foreign trade promotion, organization, export and import procedures and practices. Presented from the viewpoint of the international marketing manager who must recognize differences between markets in various countries as influenced by their particular cultural and economic environments.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 4846 Marketing Channels and Logistics 3 s.h.

Consideration of the problems likely to arise in the planning for and movement of goods through channels of distribution from producer to end-user. Elements of the logistical system, including transportation modes, plant and warehouse location, and inventory size determinations. Behavioral and functional relationships with and between channel members in a supply chain.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4850 Marketing Internship 3 s.h.

Through employment with participating business organizations the student receives professional marketing experience. Candidates work for the entire semester at a local business organization under the direct guidance of a faculty advisor. Required paper at the end of the course on the relationship of marketing theory and practice.

Prereq.: junior standing, 2.5 GPA and special approval required, OR special approval required.

MKTG 4851 Services Marketing 3 s.h.

Cross-functional approach to the marketing of customer services in profit and non-profit organizations, including domestic and international opportunity analysis, customer analysis, financial analysis, strategy formulation, process and systems management, and quality improvement.

Prereq.: MKTG 3703, 2.5 GPA.

MKTG 4852 Marketing Internship 2 3 s.h.

This course is an extension of MKTG 4850 Marketing Internship. It is designed to allow students to continue a current internship at a more advanced level or to engage in additional internship experience.

Prereq.: MKTG 4850 (B or better), junior standing, 2.5 GPA and special approval required, OR special approval required.

MKTG 4870 Small Business/Entrepreneurship 3 s.h.

Study of the small business environment and the problems in starting a business. How small businesses apply the managerial functions in using their resources.

Prereq.: MKTG 3703.

Cross-Listed: MGT 4870.

MKTG 4871 Small Business Enterprise 3 s.h.

Students work with actual problems faced by small businesses under faculty supervision. Problems are defined, analyzed, researched. Recommendations are developed and presented to clients for evaluation.

Prereq.: MKTG 3703.

Cross-Listed: MGT 4871.

MKTG 4899 Marketing Independent Study 1-3 s.h.

This course will allow students to develop a topic of interest under the direct supervision of a marketing faculty member.

Prereq.: 2.5 GPA, special approval required.