

McAfee School of Business Administration

Mission Statement

To provide a contemporary business education within a Christian context.

Goals

- Place graduates with quality organizations
- Be student focused
- Encourage life-long learning
- Provide an integrated knowledge-base across disciplines
- Locate new opportunities for growth
- Integrate faith and learning in every classroom
- Establish mutually beneficial relationships with the business community.

Faculty

Donald L. Lester (1996). Dean of the McAfee School of Business Administration and Associate Professor of Management. B.S.E., M.B.A. and Ph.D., University of Memphis.

Walton M. Padelford (1980). Professor of Economics and Chair of the School of Business Administration. B.S., Mississippi College; M.S. and Ph.D., Louisiana State University; Additional study, San Francisco Xavier de Chuquisaca.

Steve Arendall (1990). Professor of Management and Director of the M.B.A. Program-Germantown. B.B.A. and M.B.A., University of Memphis; Ph.D., University of Tennessee at Knoxville.

David Austill (1997). Associate Professor of Management. B.B.A., University of Memphis; M.B.A., University of Arkansas; J.D., University of Tennessee; L.L.M., Washington University.

Joe Harrison (1998). Associate Professor of Management. B.A., Stephens College; M.B.A., University of Memphis; Candidate for Ph.D., University of Memphis.

M. Kenneth Holt (1987). Associate Professor of Economics and Management. Director of Center for Business and Economic Development. B.S., Union University; M.S., Louisiana State University; Ph.D. candidate, University of Memphis.

Karen Miller (1997). Instructor of Accounting. B.S.B.A., Freed-Hardeman University; M.Ac., University of Tennessee at Martin.

Sam Myatt (1987). Professor of Business Administration and Coordinator of Adult Programs. B.S., Lambuth College; M.Ed. and Ed. D., University of Memphis.

Deborah Newell (1988). Assistant Professor of Accounting. B.S. and M.B.A., Murray State University; C.P.A., State of Tennessee.

Howard Newell (1982). Professor of Business Administration. B.S. and M.S., Southern Illinois University; Ph.D., Indiana University.

Barbara Perry (1999). Director of the LAUNCH and MBA Programs and Assistant Professor of Management. B.A., University of Michigan, Ann Arbor; M.B.A., Robert Morris College.

Bevalee B. Pray (1991). Associate Professor of Finance and Management. B.S.B.A. and M.B.A., University of Central Arkansas; Ph.D., University of Memphis.

Tom Proctor (1996). Assistant Professor of Accounting. B.S., University of Tennessee at Martin; M.B.A. and M.S., University of Memphis; Ph.D. Candidate, University of Memphis; CMA.

Steve Strombeck (1999). Assistant Professor of Marketing. B.A., Westmont College; M.B.A., Pepperdine University; Ph.D., University of Mississippi.

Darin White (1994). Associate Professor of Marketing. B.S., Birmingham-Southern College; M.A. and Ph.D., University of Alabama.

Curriculum

A minimum grade of C is required in all courses prerequisite to business administration courses. All majors offered through the McAfee School of Business Administration require the BSBA Specific Core consisting of:

1.	ACC 211-2	Principles of Accounting I, II	6
2.	ECF 211-2	Principles of Macroeconomics, Microeconomics	6
3.	CSC 105	Survey of Computer Applications	3
4.	MAT 114	Introduction to Statistics	3
5.	MGT 250	Managerial Communications	3
6.	MGT 318	Principles of Management	3
7.	MKT 328	Principles of Marketing	3
8.	MGT 445	Business Policy	3
9.	MGT 321	Legal Environment of Business	3
10.	MGT 435	Business Ethics	3
	TOTAL HOURS		36

MAJORS

The McAfee School of Business Administration offers majors in Accounting, International Business, Management, Marketing, and Economics/Finance each leading to the Bachelor of Science in Business Administration. Each major is required to complete the General Core Curriculum, the B.S.B.A. Specific Core Curriculum, major requirements as detailed below and a minor unless specified as exempt. The student will select an emphasis area within his major. The student seeking Tennessee Teacher Licensure in business subjects will select an appropriate major and complete the Professional Education Minor; details are shown below under "Teacher Licensure."

I. Major in Accounting

- A. Requirements of all Accounting Emphases—21 hours
 - 1. ECF 215
 - 2. ACC 311, 313, 314, 315, 350, 413
 - 3. Substitute MGT 322 for MGT 321 in the B.S.B.A. core requirements
- B. Emphasis in General Accounting—9 additional hours
 - 1. ACC Upper Level Electives
 - 2. One Upper Level Business Elective or UL advisor-approved elective.
- C. Emphasis in Professional Public Accounting—27 additional hours
 - 1. ACC 312, 319, 414, 450, 460, 470
 - 2. MGT 324
 - 3. Upper Level Business Electives—3 or 6 hours—and UL advisor-approved elective—0 or 3 hours

4. PPA majors are exempt from the requirement of a minor.
- D. Emphasis in Professional Managerial Accounting—27 additional hours
 1. ACC 312, 319; ECF 323, 450, 411; MGT 341, 348
 2. Upper Level Business Electives—3 or 6 hours—and UL advisor-approved elective—0 or 3 hours
 3. PMA majors are exempt from the requirement of a minor.

To qualify to sit for the Tennessee CPA exam, T.C.A. 62-1-106 specifies education requirements to include completion of a baccalaureate or higher degree which contains a minimum of 150 semester hours from an accredited college or university. Minimum requirements (in semester hours) must be met no later than the date of application for the first sitting of the Uniform CPA Examination and include:

1. Twenty-four hours in accounting education, including elementary.
2. No more than 3 hours in internships may apply to (1.) above.
3. Twenty-four hours in general business education in one or more of: computers, business law, algebra, calculus, statistics, probability, economics, finance, management, marketing, information systems, ethics, and business communication.
4. Additional accounting hours, other than elementary, may apply to (3.) above.
5. A minimum of 12 hours in accounting and a minimum of 18 in general business must be upper division.
6. One graduate course may apply as 1.5 credits.

The requirements to sit for the Uniform CPA Examination vary from state to state. Check with the State Board of Accountancy in the state in which you plan to take the exam for requirements specific to that state. You can contact the American Institute of CPA at www.aicpa.org or the Tennessee State Board of Accountancy at www.state.tn.us/commerce/tnsba for further details.

II. Major in Economics/Finance

- A. Requirements for all Economics/Finance Emphases—12 hours
 1. ACC 310
 2. ECF 215, 323, 411
- B. Emphasis in Banking & Financial Services—18 additional hours
 1. ACC 315; MKT 350; ECF 355, 326
 2. MKT 330 or 351
 3. One Upper Level Business Elective or UL advisor-approved elective
- C. Emphasis in Economics—18 additional hours
 1. ECF 329, 412, 421, 430
 2. Upper Level Business Elective—3 or 6 hours—and UL advisor-approved electives—0 or 3 hours
- D. Emphasis in Financial Analysis—18 additional hours
 1. ACC 313, 314; ECF 326, 355, 450
 2. One Upper Level Business Elective or UL advisor-approved elective
- E. Emphasis in International Economics/Finance—18 additional hours
 1. ECF 419, 430; MGT 420
 2. Foreign Language (one year sequence)
 3. One Upper Level ECF Elective or UL advisor-approved elective

III. Major in International Business—33 hours

- A. ECF 430, MGT 420, MKT 433
- B. Select 2: ECF 419, ACC 410, MGT 327
- C. Language requirement—select one track
 1. Track 1, with 2-years of high school experience or its equivalent
 - a. FRE/SPA 211, 212, or 330—3 hours

- b. FRE/SPA 213 or 419—3 hours
- c. FRE/SPA 320—3 hours
- d. Cross cultural course—3 hours
- e. FRE/SPA 300/400 level elective—3 hours
- 2. Track 2, with no prior experience in the target language
 - a. FRE/SPA 111 and 112—6 prerequisite hours
 - b. FRE/SPA 211, 213, 320—9 hours
 - c. Cross cultural course—3 hours
 - d. FRE/SPA 300/400 level elective—3 hours
- D. International Internship—3 hours

IV. Major in Management

- A. Requirements for all Management Emphases—12 hours
 - 1. ACC 310; ECF 215
 - 2. MGT 341, 348
- B. Emphasis in General Management—18 additional hours
 - 1. MGT 310, 420, 432
 - 2. Upper Level MGT Electives—6 hours
 - 3. One Upper Level Business Elective or UL advisor-approved elective
- C. Emphasis in Human Resource Management—18 additional hours
 - 1. ECF 431; MGT 432
 - 2. MGT 355 or 425
 - 3. One Upper Level MGT Elective
 - 4. Upper Level Business Electives—3 or 6 hours and UL advisor-approved elective—0 or 3 hours
- D. Emphasis in Entrepreneurship—18 additional hours
 - 1. ECF 323; MGT 321, 340, 432
 - 2. One Upper Level MGT Elective
 - 3. One Upper Level Business Elective or UL advisor-approved elective
- E. Emphasis in International Management—18 additional hours
 - 1. ECF 419, 430; MGT 420
 - 2. Foreign Language (one year sequence)
 - 3. One Upper Level MGT Elective or UL advisor-approved elective

V. Major in Marketing

- A. Requirements for all Marketing Emphases—12 hours
 - 1. ACC 310; ECF 215
 - 2. MKT 424, 440
- B. Emphasis in Advertising—18 additional hours
 - 1. COM 323 or 430
 - 2. MKT 330, 351, 419, 433
 - 3. One Upper Level Business Elective or UL advisor-approved elective
- C. Emphasis in Strategic Marketing— 18 additional hours
 - 1. MKT 330, 419, 433
 - 2. One Upper Level MKT Elective
 - 3. Upper Level Business Electives—3 or 6 hours or from UL advisor-approved electives—0 or 3 hours
- D. Emphasis in International Marketing—18 additional hours
 - 1. ECF 419, 430; MGT 420
 - 2. Foreign Language (one year sequence)
 - 3. One Upper Level MKT Elective or from UL advisor-approved elective

MINORS

The McAfee School of Business Administration offers minors in Accounting, Economics, Finance, Management, Marketing, Business Administration and Management of Information Systems. A student majoring in the McAfee School may also minor in another discipline within the School. The Business major, however, may apply a maximum of 6 hours from the B.S.B.A. core toward a business minor where courses are required for both.

I. Minor in Accounting—18 hours

- A. ACC 211, 212, 313, 315
- B. Upper Level ACC Electives

II. Minor in Economics—18 hours

- A. ECF 211, 212, 411, 412
- B. Upper Level ECF Electives

III. Minor in Finance—18 hours

- A. ACC 211
- B. ECF 215, 323, 326
- C. Upper Level ECF Electives

IV. Minor in Management—18 hours

- A. MGT 318, 341, 348
- B. Upper Level MGT Electives
- C. MAT 114

V. Minor in Marketing—18 hours

- A. MAT 114
- B. MKT 328, 424, 440
- C. Upper Level MKT Electives

VI. Minor in Business Administration—24 hours

- A. ACC 211, 212
- B. ECF 211, 212, 323
- C. MGT 318
- D. MGT 321 or 322
- E. MKT 328

VII. Management Information Systems—18 hours

- A. CSC 105, 305; MGT 310; MIS 320, 325
- B. Select one: MIS 330, MGT 326, CSC 311

TEACHER LICENSURE

The McAfee School of Business Administration offers programs leading to Tennessee teacher licensure in Basic Business and Accounting, Data Processing, Economics, and Marketing. To receive licensure, students must complete the following:

- I. Professional Education: EDU 150, 250, 326; PSY 213, 318; SE 225; EDU 419, 433.
- II. Complete required courses for the major appropriate to the licensure area.
 - A. Basic Business and Accounting completes the BSBA with a major in either Accounting, Economics/Finance, Management or Marketing.
 - B. Data Processing completes the BSBA majoring in either Accounting, Economics/Finance, Management or Marketing as well as a CSC programming language course.

- C. Economics completes the BSBA with a major in Economics/Finance with an Emphasis in Economics and completes additional Social Science requirements: HIS 101, 102, 211, 212; GEO 112, and either GEO 215 or 216
- D. Marketing completes the BSBA with a major in Marketing with any Marketing Emphasis.

III. Completion of applicable portions of the Praxis II.

IV. For additional information, see the Director of Teacher Education.

Assessment of Majors

Proficiency in accounting, economics, finance, management, marketing, quantitative concepts, and their integration will be assessed through the ETS business major field test. Each student pursuing a BSBA degree will take this test in MGT 445.

Demonstrated ability to assess and analyze relevant data and other pertinent information in order to identify and resolve managerial problems will be evaluated based on students' successful completion of the BSBA capstone course, MGT 445.

Students will communicate effectively, orally and in writing, as demonstrated through successful completion of the English Proficiency Exam and MGT 250.

Student Organizations

Accounting Club. This organization promotes interest in the field of Accounting. Membership is open to all Accounting majors and minors. Business leaders are invited to meet with the club to share their knowledge and expertise in Accounting. Members also tour local industries and accounting firms.

Students In Free Enterprise. SIFE is a team of students teaching the community how market economics and businesses operate. It is a partnership between higher education and business building career connections between college students and the business community. Students must be nominated by a faculty member followed by a personal interview and recommendation of interviewing committee to faculty sponsor.

Phi Beta Lambda. Membership in this national business fraternity is open to those interested in careers in business. Its goals are to promote the free enterprise system, to create a better understanding of the business world, and to explicate the resume writing and interview process through seminars and workshops.

Student Awards

The Academic Excellence Medal is awarded to the graduating senior with the highest average in the major provided the average is not less than 3.5. Before Awards Day, the student must have completed at least 15 credit hours in the major at Union University, exclusive of pass/fail courses. If no major is eligible, the medal will be given to the minor meeting the minimum requirements.

Curtiss E. Scott Business Excellence Award. To be eligible for this award, a student must be classified as a senior School of Business Administration student with a GPA of 3.00 or better. The Phi Beta Lambda Business Fraternity nominates three students from eligible candidates. The McAfee School of Business Administration faculty select the final recipient from the nomination list.

Course Offerings in Accounting (ACC)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Accounting I (3) F

An introductory course including study of professional accounting, sole proprietorship, and partnerships.

212. Principles of Accounting II (3) F, S

Prerequisite: ACC 211.

A continuation of ACC 211 with an emphasis on corporations and the use of accounting in managerial decision making.

310. Accounting for Business and Financial Management (3) F, S

Prerequisite: ACC 212.

The course includes analyzing financial statements, costs, budgets, and investment decisions. Emphasis is on the use of accounting in decision making. Note: Does not apply toward an Accounting Major or Minor.

311. Cost Accounting (3) F, S—Even Years

Prerequisite: ACC 212.

A study of methods of accounting for materials, labor, and factory overhead in job order and process cost systems.

312. Managerial Accounting (3) S

Prerequisite: ACC 212.

Uses of accounting information in management decision making. Topics include budgeting, standard costing, and analyses of costs and profits.

313. Intermediate Accounting I (3) F, S

Prerequisite: ACC 212.

Intensive review of the accounting process and financial statements with emphasis on the asset section of the balance sheet.

314. Intermediate Accounting II (3) S

Prerequisite: ACC 313.

Corporation formation and changes in the equity structure after formation. Topics include long-term investments, bonds, earnings per share, and income recognition.

315. Federal Income Tax Accounting I (3) F

Prerequisite: ACC 212.

The Internal Revenue Code as it affects individual income tax returns.

319. Federal Income Tax Accounting II (3) F—Odd Years, S—Even Years

Prerequisite: ACC 315.

The Internal Revenue Code as it affects partnerships, corporations, and fiduciaries.

350. Accounting Information Systems (3) F, S—Even years

Prerequisite: ACC 212.

Principles and problems of accounting system design and implementation. Organization for accounting control, internal control procedures, and internal reports. Attention given to computerized accounting systems and to traditional information flows.

410. International Accounting (3)

Accounting from an international perspective and within the context of managing multinational enterprises. Theoretical issues, major national treatments and international harmonization efforts are emphasized.

413. Auditing I (3) F

Prerequisites: ACC 313 and ACC 314 or 460.

An examination of ethics in accounting practice, internal control, auditing standards and procedures, and audit programs for various accounts.

414. Auditing II (3) F, S—Even Years

Prerequisite: ACC 413.

An advanced course in auditing, applying concepts and techniques mastered in ACC 413. Special attention is given to variations of the audit report, statistical sampling, and current topics in the profession.

450. Governmental and Not-for-Profit Accounting (3)

Prerequisite: ACC 313.

Operation of the accounting structure and financial reporting for governmental and not-for-profit entities to include colleges and universities, medical care facilities, and social service agencies.

460. Intermediate Accounting III (3) S

Prerequisite: ACC 313.

A study of the Financial Accounting Standards Board pronouncements for general accounting use. Emphasis given to the interpretation of pronouncements and applications in problem solving.

470. Advanced Accounting (3)

Prerequisite: ACC 313.

A comprehensive study of partnerships and consolidated entities.

Course Offerings In Economics/Finance (ECF)

() Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

211. Principles of Macroeconomics (3) F

A survey of economic theory dealing with GNP, depression, unemployment, inflation, fiscal policy, and monetary policy.

212. Principles of Microeconomics (3) F—Even years, S

A survey of economic theory dealing with prices, markets, production, distribution of goods, and allocation of resources.

215. Personal Financial Management (3) F, S

Uses of income in consumption, saving, insurance, and other investments. The main purpose of this course is to aid in selecting methods of obtaining better results in these areas of individual or family choices.

323. Principles of Finance (3) S

Prerequisites: ACC 211, ECF 211.

Incorporation and promotion, securities, capital structures, short- and long-term financing, expansion.

326. Principles of Investments (3) S—Odd Years

A study of relationships of security investments to capital formation; investment policy; and the relationship of investments to the business cycle.

329. Public Finance (3) F—Odd Years

Prerequisites: ECF 211 and 212.

Theory and principles, considering taxation and expenditure policies at all levels of government. Particular attention is given to the effect of these policies on individuals and the economy.

355. Financial Institutions and Markets (3) S—Even Years

An intensive review of U.S. financial institutions and financial markets.

411. Intermediate Macroeconomics (3) S

Prerequisites: ECF 211 and 212.

An advanced treatment of the demand for money, aggregate supply, aggregate demand, and economic dynamics.

412. Intermediate Microeconomics (3) F

Prerequisites: ECF 211 and 212.

An advanced treatment of price theory, utility theory, and production theory.

419. International Finance (3) F—Odd Years

Prerequisite: ECF 323 or ECF 326.

An analysis of international financial management to include exchange rates and the international monetary system valuation of foreign assets, management of foreign assets, and international money and capital markets.

430. International Economics (3) F—Even Years

Prerequisites: ECF 211 and 212.

International trade and finance. Deals with United States tariff policy, foreign exchange, markets, United States foreign economic policy, and the mechanisms available for international economic cooperation.

431. Economics of Labor (3) S

Prerequisites: ECF 211 and 212.

Deals with wage theory, development of labor unions, collective bargaining, and the growth of a structure of labor law.

450. Intermediate Finance II (3) F—Odd Years

Prerequisite: ECF 323.

An extension of Principles with emphasis on discounted cash flow, cost of capital, capital budgeting, mergers and acquisitions, and leveraged buy outs.

Course Offerings in Management (MGT)

()-Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

113. Introduction to Business (3) F

The role and functioning of the American free enterprise system in contemporary society surveying the disciplines of accounting, economics, finance, management and marketing. Not open to students who have completed or are currently taking MGT 318 or MKT 328.

250. Managerial Communication (3) F, S

The preparation and presentation of reports for management decision making. Emphasis is upon collecting/analyzing pertinent business information and the appropriate presentations of business reports, both written and oral. Computer graphics and videotaping are used for evaluation.

300. Seminar in Free Enterprise (1-2) F, S

Prerequisite: Consent of instructor. Junior or Senior level standing.

This course provides the structure for outreach projects originated and implemented by Students in Free Enterprise. Students will teach, learn, and practice free enterprise in order to better individuals, communities, and countries. Students may receive 2 hours of credit per semester during their first year of enrollment; 1 per semester during their second year for a maximum of 6 hours.

310. Management Information Systems (3) S

Prerequisite: MGT 318 & CSC 105.

Introduction to the applications of computer systems and their components to support the strategic goals of an organization with focus on the use of information systems for management decision making.

318. Principles of Management (3) F, S

An introduction to the management process through the functions of planning, organizing, leading, and controlling for industrial and other organizations.

321. The Legal Environment of Business (3) F—Even Years

A study of the regulatory laws and agencies that determine and enforce the rules by which business must live.

322. Business Law I (3) F, S

A study of the traditional principles of law frequently occurring in business transactions. Included are contracts, sales, commercial paper, secured transactions, principal and agent, and bailments.

324. Business Law II (3) F—Odd Years

Prerequisite: MGT 321 or 322.

A study of personal property, bailments, agency, employment, real property, trusts and estates, bankruptcy, and insurance.

326. Information Systems Law (3) S

A general knowledge of laws controlling or protecting software copyrights, use and licensing; computer-related patents, trade secrecy, misappropriation of intellectual property rights or computer information, protection of privacy, computer crimes and the laws controlling access to computerized data.

327. International Business Law (3)

An introduction to the legal environment of firms that do business globally including licensing, intellectual property rights, and labor and environmental regulations.

340. Small Business Management (3) F—Even Years

Prerequisites: ACC 212 and either MGT 318, MKT 328, or ACC 310.

A course designed for students interested in the ownership/operation of a small business. Emphasis placed on the plans and procedures needed to initiate a small business.

341. Operations Management (3) S

Prerequisite: MGT 318 and MAT 114.

The study of operations management incorporates both theoretical and practical elements. Topics include the design, operation, and control of productive systems, demand forecasting and management, inventory timing and control, facility location, and resource assignment.

343. Sport Law (3) F

An overview of tort and contract law as it applies to the sports industry. Investigation of case law dealing with marketing the athlete, amateur sports, sports injuries and liabilities, sex discrimination in amateur and professional sports, drug screening, and rights and responsibilities of managing the athlete.

348. Organizational Behavior (3) S

Prerequisite: MGT 318.

An intensive examination of the behavioral and psychological side of management. Emphasis is on theories and research in such topics as decision making, values, leader-

ship, motivation, performance appraisal, and others. The course also incorporates experimental exercises related to the topic areas.

355. Labor Relations (3)

Prerequisite: MGT 318.

An analysis of American labor history, the process and the philosophy of collective bargaining, dispute settlement, and contract administration.

420. International Management (3) S

Prerequisite: MGT 318.

This course is designed to acquaint students with geographic and cultural differences that impinge on management decision making. Both theoretical and practical aspects of management in the international environment will be presented:

425. Employment/Labor Law (3) S—Even Years

Prerequisite: MGT 318 and MGT 321 or 322.

Analysis of employer and employee rights and responsibilities as stipulated in constitutional, statutory, and case law. Topics include fair treatment of the worker, health and safety in the workplace, employment-at-will, right-to-work, and union-shop.

432. Human Resource Management (3) F—Every Other Year

Prerequisite: MGT 318.

A study of the methods used by business firms and the public sector in recruitment, training, remuneration, and utilization of human resources.

435. Business Ethics and Social Responsibility (3) F, S

Prerequisite: Senior standing.

Development of ethical paradigms which underlie contemporary value systems. Extensive use of cases highlighting value choices and resulting consequences.

445. Business Policy (3) F, S

Prerequisite: ACC 211, 212, 310; MGT 318; MKT 328; ECF 211, 212; Senior standing in the department.

Capstone course which introduces students to the concepts of strategic management. Extensive use of case analysis.

Course Offerings in Management of Information Systems (MIS)

()-Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

320. Business Systems Analysis and Design (3) S

Prerequisite: MGT 310.

The study of business systems, the definition of business needs and the evaluation of systems development tools. The student will learn to effectively track data from its business source; its flow, processing and storage in the computer; and the flow of useful information back to the user.

325. Business Data Management (3) F

Prerequisite: MGT 310.

Introduction to the use, design and implementation of database management systems and their contribution to business.

330. Telecommunications & Networking (3) F

Prerequisite: MIS 320.

Introduction to business telecommunications concepts and planning including network architectures and planning considerations, decentralized information processing and communications-oriented hardware.

Course Offerings in Marketing (MKT)

()-Hours Credit; F-Fall; W-Winter; S-Spring; Su-Summer

@323. Public Relations (3) F

SEE COM 323 for course description.

328. Principles of Marketing (3) F, S

Prerequisite: ECF 212.

Exploration of the role of marketing in a free enterprise system through the development, implementation, control, and evaluation of marketing strategies with emphasis on marketing models and concepts utilized in decision making.

330. Consumer Behavior (3) F

Prerequisite: MKT 328.

Analysis of individual and collective behavior patterns both inside and outside the marketplace, through the use of theoretical model building and empirical research findings. Emphasizes role of consumer research in determining short-range and long-range strategies.

340. Sport Marketing (3) S

Prerequisite: MKT 328

Basic marketing concepts in the sports industry. Fundamental techniques of advertising, sales, promotion, fund-raising, and journalism will be explored in relation to sports.

341. Sport Information Management (3) S

Prerequisite: COM 120 and MKT 328.

A course emphasizing marketing, print and electronic media, statistics, public relations, and activities related to the management of sports information.

350. Professional Selling (3)

Prerequisite: MKT 328.

The role of the sales professional within the marketing process. Emphasis on development of selling responsibilities, time and territory management, and interpersonal communication skills through role-plays. Includes analysis of the psychological basis of selling in both consumer and industrial markets.

351. Retail Marketing (3) F

Prerequisite: MKT 328.

Examination of the marketing mix within the retail environment. Analysis of retail strategy in merchandising, customer relations, and inventory control. Evaluation of retail site locations and store layouts.

419. Advertising (3) F, S

Prerequisite: MKT 328.

The economic and social roles of advertising in contemporary business. Emphasis on creation, implementation, and evaluation of campaigns through the analysis of creative processes, media resources, budgeting, and social responsibility. Reciprocal in Communication Arts.

424. Marketing Research (3) S

Prerequisite: MKT 328 and MAT 114.

Theories and techniques involved in marketing research. Emphasis upon research objectives and design, sample selection, instrument design, collection techniques and statistical analysis of data, computer applications, report writing for managerial use.

433. Global Marketing Management (3) S

Prerequisite: MKT 328.

Analysis of problems confronting the global marketing manager in making decisions relating to strategy, marketing research, product management, channel management, pricing, and promotional management.

440. Strategic Marketing (3) F

Prerequisite: MKT 328 and Senior Standing.

Development of analytical and decision making skills necessary to move beyond traditional marketing management. To combine the knowledge of various marketing activities as they relate to managerial functions of planning, organizing, and controlling the marketing.

Available in each departmental prefix:

195-6-7. Special Studies (1-4) On demand

Lower-level group studies which do not appear in the regular departmental offerings.

395-6-7. Special Studies (1-4) On demand

Upper-level group studies which do not appear in the regular departmental offerings.

485. Internship (3) By consent

Selected students are assigned to obtain supervised practical work experience in many area accounting firms, advertising companies, local manufacturers, the Chamber of Commerce, banks and various non-profit organizations. Pass/Fail.

486. Cooperative Education (3) By consent

Selected students are assigned to obtain supervised practical work experience at a local business for an extended period of time. Pass/Fail.

495-6-7. Independent Studies (1-4) On Demand

Individual research under the guidance of a faculty member.

498. Seminar (1-3) On Demand

To be used at discretion of the department.