

DEPARTMENT OF FINANCE, ECONOMICS AND INTERNATIONAL BUSINESS

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Website: <http://www.marshall.edu/cob> (<http://www.marshall.edu/cob/>)

Programs

- Economics, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/economics-bba/>)
- Economics, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/economics-minor/>)
- Finance, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/finance-bba/>)
- Finance, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/finance-minor/>)
- International Business, B.B.A. (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/international-business-bba/>)
- Risk Management and Insurance, Minor (<http://catalog.marshall.edu/undergraduate/programs-az/business/finance-economics-international-business/risk-management-insurance-minor/>)

Courses

 - General Education Course

Economics

ECN 200 Survey of Economics **3 Credit hours**

Major emphasis given to microeconomic topics such as supply and demand, market structure, and international trade. Macroeconomic concepts and aggregate supply-aggregate demand model are examined. (Not open to students in the College of Business or to students who have completed ECN 250)

Grade Mode: Normal Grading Mode

ECN 250 Principles Microeconomics **3 Credit hours**

Principles of scarcity, opportunity cost, and supply and demand are developed along with price and wage determination in the marketplace. International trade and policy problems are also examined.

Grade Mode: Normal Grading Mode

ECN 253 Principles Macroeconomics **3 Credit hours**

Introduction to the workings of the national economy. Focuses on the forces driving economic growth, inflation, unemployment, and the country's international economic relations.

Pre-req: ECN 250 or ECN 200.

Grade Mode: Normal Grading Mode

ECN 280 Special Topics **1-4 Credit hours**

Grade Mode: Normal Grading Mode

ECN 281 Special Topics **1-4 Credit hours**

Grade Mode: Normal Grading Mode

ECN 282 Special Topics **1-4 Credit hours**

Grade Mode: Normal Grading Mode

ECN 283 Special Topics **1-4 Credit hours**

Grade Mode: Normal Grading Mode

ECN 301 Quantitative Methods ECN/FIN **3 Credit hours**

Application of mathematical and statistical methods in Economics and Finance.

Pre-req: ECN 250 with a minimum grade of D and ECN 253 with a minimum grade of D.

Grade Mode: Normal Grading Mode

ECN 302 Health Economics **3 Credit hours**

A study of the health care market and health policy using the economic concepts of demand-supply, individual choice, uncertainty, asymmetric information and moral hazard.

Pre-req: ECN 250 with a minimum grade of D and ECN 253 with a minimum grade of D.

Grade Mode: Normal Grading Mode

ECN 310 Money and Banking **3 Credit hours**

Money, credit and credit institutions in the United States; monetary, fiscal, and banking functions of the Federal Reserve System.

Pre-req: (ECN 253 or ECN 241) and (ECN 250 or ECN 242 or ECN 200).

Attributes: American Institutions

Grade Mode: Normal Grading Mode

ECN 326 Int Macroeconomic Analysis **3 Credit hours**

Advanced study of the national economy as a whole. The main topics focused on are: economic growth, unemployment, inflation, international monetary and financial relations, and macroeconomic policy activity.

Pre-req: (ECN 200 or ECN 250) and ECN 253.

Attributes: American Institutions

Grade Mode: Normal Grading Mode

ECN 328 Int Microeconomic Analysis **3 Credit hours**

Micro-economic theories of the production and pricing of goods and services, payments to the factors of production.

Pre-req: (ECN 200 or ECN 250) and ECN 253.

Grade Mode: Normal Grading Mode

ECN 405 Environmental Economics **3 Credit hours**

An application of basic economic theory to a consideration of a wide range of environmental problems including pollution, natural resource exhaustion, population and economic growth.

Pre-req: ECN 250.

Grade Mode: Normal Grading Mode

- ECN 408 🌐 Comparative Econ Systems** **3 Credit hours**
Marxism, capitalism, communism, facism and socialism con- sidered as theories, movements and actual political eco- nomies.
Pre-req: (ECN 200 or ECN 250 or ECN 242) and ECN 253.
Attributes: International
Grade Mode: Normal Grading Mode
- ECN 415 Regional Economics** **3 Credit hours**
A study of location theory and regional development within a framework of economic theory.
Pre-req: (ECN 250 or ECN 242 or ECN 200) and (ECN 253 or ECN 241).
Attributes: American Institutions, Social Sciences
Grade Mode: Normal Grading Mode
- ECN 420 🌐 International Trade** **3 Credit hours**
An introduction to the basic microeconomic models explaining the reasons for and the effects of trade among nations, trade restrictions and regional trading arrangements.
Pre-req: (ECN 253 or ECN 241) and (ECN 250 or ECN 242 or ECN 200).
Attributes: International
Grade Mode: Normal Grading Mode
- ECN 421 🌐 Global Macroeconomic Analysis** **3 Credit hours**
Current topics in international monetary relations, and how countries use macroeconomic policy to influence their performance in the global economy, and how global events influence country performance. Emphasis upon applications.
Pre-req: ECN 253.
Attributes: International
Grade Mode: Normal Grading Mode
- ECN 423 Intro to Econometrics** **3 Credit hours**
Combines economic theory with real data to obtain quanti- tative results for purposes of explanation and prediction. The development of useful economic models applicable to present day world problems.
Pre-req: (MGT 218 or MGT 218E or MGT 318 or MTH 225 or STA 225 or IST 130 or EDF 417 or PSY 223 or SOC 345) and (ECN 253 or ECN 241).
Grade Mode: Normal Grading Mode
- ECN 456 Labor Economics** **3 Credit hours**
Theoretical and empirical analysis of labor markets, wage determination, hours of work, unemployment and inflation, unions and collective bargaining and related subjects in their social and legal contexts.
Pre-req: (ECN 200 or ECN 250 or ECN 242).
Attributes: American Institutions, Social Sciences
Grade Mode: Normal Grading Mode
- ECN 460 🌐 Economic of Dev Countries** **3 Credit hours**
Introduction to developing nations in the world economy. Focus on their economic characteristics, current economic problems, and policy issues. Interactions between the world economy and country performance.
Pre-req: (ECN 200 or ECN 250 or ECN 242) and (ECN 253 or ECN 241).
Attributes: International
Grade Mode: Normal Grading Mode
- ECN 466 🌐 Economics Workshop** **3 Credit hours**
Capstone experience. Emphasis on learning economics through applied research, writing, and oral presentations of student work.
Pre-req: ECN 326 and ECN 328 and ECN 423.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- ECN 467 🌐 Economics Workshop II** **2 Credit hours**
Capstone Experience. Emphasis on learning economics through writing exercises. Opportunity for collaborative research with CBER staff. Development of skills necessary for success in the job market. (PR: ECN 466) tion of Senior Thesis I)
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- ECN 480 Special Topics** **1-4 Credit hours**
Members of the department may teach, when necessary, any economics subject not listed among the current course offer- ings.
Pre-req: (ECN 200 or ECN 250 or ECN 242) and (ECN 253 or ECN 241).
Grade Mode: Normal Grading Mode
- ECN 481 Special Topics** **1-4 Credit hours**
Members of the department may teach, when necessary, any economics subject not listed among the current course offer- ings.
Pre-req: (ECN 250 or ECN 242 or ECN 200) and (ECN 253 or ECN 241).
Grade Mode: Normal Grading Mode
- ECN 482 Special Topics** **1-4 Credit hours**
Members of the department may teach, when necessary, any economics subject not listed among the current course offer- ings.
Pre-req: (ECN 250 or ECN 242 or ECN 200) and (ECN 253 or ECN 241).
Grade Mode: Normal Grading Mode
- ECN 483 Special Topics** **1-4 Credit hours**
Members of the department may teach, when necessary, any economics subject not listed among the current course offer- ings.
Pre-req: (ECN 250 or ECN 242 or ECN 200) and (ECN 253 or ECN 241).
Grade Mode: Normal Grading Mode
- ECN 485 Independent Study** **1-4 Credit hours**
A research project conducted by a qualified student under guidance of a member of the department; involves gathering of data, interpretation, and presentation of findings in a written report.
Grade Mode: Normal Grading Mode
- ECN 486 Independent Study** **1-4 Credit hours**
A research project conducted by a qualified student under guidance of a member of the department, involves gathering of data, interpretation, and presentation of findings in a written report.
Grade Mode: Normal Grading Mode
- ECN 487 Independent Study** **1-4 Credit hours**
A research project conducted by a qualified student under guidance of a member of the department; involves gathering of data, interpretation, and presentation of findings in a written report.
Grade Mode: Normal Grading Mode
- ECN 488 Independent Study** **1-4 Credit hours**
A research project conducted by a qualified student under guidance of a member of the department; involves gathering of data, interpretation, and presentation of findings in a written report.
Grade Mode: Normal Grading Mode
- ECN 490 Internship** **3-12 Credit hours**
A supervised internship in which the student works for a business firm/agency to gain practical experience in the student's major. The program of work and study will be de- fined in advance and the students performance will be evalu- ated.
Grade Mode: Credit/No Credit Grade Only

ECN 501 Economic Analysis	3 Credit hours	FIN 321 Risk Insurance Principles	3 Credit hours
A survey of essential economics principles and techniques, including both microeconomic and macroeconomics topics. For students who have not had a two semester principles of economics sequence as undergraduates.		Fundamental concepts and principles of risk; techniques used to manage pure risks, and the role of insurance and the insurance mechanism in handling the exposures of individuals and businesses.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
ECN 515 Regional Economics	3 Credit hours	FIN 323 Principles of Finance	3 Credit hours
A study of location theory and regional development within a framework of economic theory.		Business finance from viewpoint of business manager; use of financial statements, tools, and concepts for measuring and planning for profitability and liquidity.	
Grade Mode: Normal Grading Mode		Pre-req: ACC 215 with a minimum grade of D and (MGT 218 with a minimum grade of D or MTH 225 with a minimum grade of D or STA 225 with a minimum grade of D or MGT 318 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).	
ECN 561 Economic Educ Workshop	3 Credit hours	Grade Mode: Normal Grading Mode	
Intensive review of subject matter and teaching methods in economics for elementary and high school teachers.		FIN 327 Life & Health Insurance	3 Credit hours
Grade Mode: Normal Grading Mode		Legal facets of life, health, and annuity contracts; risk selection; programming; mathematics of life insurance; taxation; regulation of companies.	
ECN 580 Special Topics	1-4 Credit hours	Pre-req: FIN 321.	
Members of the department may teach, when necessary, any economics subject not listed among the current course offerings.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 329 Prop & Liability Insur	3 Credit hours
ECN 630 Managerial Economics	3 Credit hours	Risk management and insurance tools applied to the needs of the corporate enterprise; direct/indirect property exposures; third-party claims; workers compensation, fidelity; crime; boiler/machinery; valuation and insurance surveys.	
Utilization of microeconomic theory and optimization techniques for management decision making.		Pre-req: FIN 321.	
Pre-req: (MGT 601 or MGT 500) and ECN 501.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 343 Intermediate Financial Manage	3 Credit hours
ECN 650 Special Topics	1-3 Credit hours	Application of financial principles to corporate business problems. Computer analysis will be utilized where appropriate.	
Members of the department may teach, when necessary, any economics subject not listed among current course offerings.		Pre-req: FIN 323 with a minimum grade of D.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
ECN 651 Special Topics	1-3 Credit hours	FIN 356 Finan Mgt Health Care Org	3 Credit hours
Members of the department may teach, when necessary, any economics subject not listed among current course offerings.		Management of working capital, evaluation of financial data, capital budgeting, the capitalism process, and the study of third party reimbursement systems.	
Grade Mode: Normal Grading Mode		Pre-req: FIN 323 or FIN 323E or FIN 323V.	
ECN 660 Independent Study	1-4 Credit hours	Grade Mode: Normal Grading Mode	
Independent study of a specific nature under the supervision of a qualified faculty member. Hours of credit are determined by the magnitude of the project. (PR: Permission of division head and of GSM academic advisor)		FIN 360 Commercial Banking	3 Credit hours
Grade Mode: Normal Grading Mode		Bank structure; asset and liability management; management of reserves; liquidity management; credit analysis and loan administration; costs and pricing of bank services; analysis of bank performance and capital adequacy; evolution of the "financial supermarket."	
ECN 681 Thesis	3-6 Credit hours	Pre-req: FIN 323 or FIN 323E or FIN 323V.	
(PR: Permission of division head and full M.B.A. admissions)		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 370 Principles of Investment	3 Credit hours
ECN 699 Bus Policy & Strategy	3 Credit hours	A study of financial market operations, security analysis and portfolio selection. Models of capital market equilibrium, trade-off between risk and return, and how to evaluate portfolio performance are also discussed.	
Study of administrative decisions making under conditions of uncertainty. Policy construction at top administrative level with emphasis on strategy with consideration of major functions of the business organization.		Pre-req: FIN 323 with a minimum grade of D.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
Finance			
FIN 175 Personal Finance (CT)	3 Credit hours		
To assist the consumer in management of personal financial affairs. Topics are consumerism, insurance, savings instruments, banking, and personal expenditures and budgeting, personal taxes, house buying, introduction to investments, and estate planning.			
Attributes: Critical Thinking			
Grade Mode: Normal Grading Mode			
FIN 280 Special Topics	1-4 Credit hours		
Grade Mode: Normal Grading Mode			

FIN 380 Entrepreneurial Finance	3 Credit hours	FIN 480 Special Topics	1-4 Credit hours
Entrepreneurial finance examines the principles of small business finance which include projecting financial needs and surveying potential sources of financing. Other areas covered include financial forecasting, and sources of capital.		Study of an advanced topic not normally covered in other courses. Finance majors only, with permission of department chairman.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
FIN 405 Social Insurance Employee Benefits	3 Credit hours	FIN 481 Special Topics	1-4 Credit hours
Coverage and limitations of social insurance; social security; worker's compensation; unemployment insurance; medicare, medicaid, integration with private insurance and employee benefits; theory of group programs; pension plans.		Study of an advanced topic not normally covered in other courses. Finance major only, with permission of department chairman.	
Pre-req: FIN 321.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 485 Independent Study	1-4 Credit hours
FIN 410 Corporate Risk Management	3 Credit hours	Grade Mode: Normal Grading Mode	
Identification, analysis, and handling of the risk exposures faced by businesses and risk managers; loss prevention and control; risk retention; self-insurance and corporate insurance programs. Capstone experience.		FIN 486 Independent Study	1-4 Credit hours
Pre-req: FIN 321.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 487 Independent Study	1-4 Credit hours
FIN 425 Portfolio Analysis and Management	3 Credit hours	Grade Mode: Normal Grading Mode	
Analytical procedures for valuing various financial securities and techniques for the creation and maintenance of portfolios.		FIN 488 Independent Study	1-4 Credit hours
Pre-req: FIN 370 with a minimum grade of D.		Grade Mode: Normal Grading Mode	
Grade Mode: Normal Grading Mode		FIN 490 Internship	3-12 Credit hours
FIN 431 Futures and Options	3 Credit hours	A supervised internship in which the student works for a business firm/agency to gain practical experience in the student's major.	
To introduce options and futures, their market microstructure, their theoretical foundation pertaining to pricing and hedging with such contracts, and their uses.		The program of work and study will be defined in advance and the students performance will be evaluated.	
Pre-req: FIN 370.		Grade Mode: Credit/No Credit Grade Only	
Grade Mode: Normal Grading Mode		FIN 510 Principles of Business Finance	3 Credit hours
FIN 432 Financial Advising: FINRA S-7	3 Credit hours	Business finance from the viewpoint of the financial manager. Use of financial statements, tools, and concepts for measuring and planning for profitability and liquidity. (PR: Permission of MBA director).	
This course prepares students for the Series 7 exam that entitles the holder to sell all types of securities products with the exception of commodities and futures.		Pre-req: ACC 510 and ECN 501 and MGT 500.	
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
FIN 440 International Finance Management	3 Credit hours	FIN 532 Financial Advising FINRA S-7	3 Credit hours
International financing techniques and the role of finance in multinational organizations.		This course prepares students for the Series 7 exam that entitles the holder to sell all types of securities products with the exception of commodities and futures.	
Pre-req: FIN 323 with a minimum grade of D.		Grade Mode: Normal Grading Mode	
Attributes: International		FIN 556 Income Tax Planning	3 Credit hours
Grade Mode: Normal Grading Mode		This course focuses on principles and current law of income taxation and its impact on financial planning for individuals, couples and families as investors, employees and business owners.	
FIN 470 Financial Policies/Strategies	3 Credit hours	Pre-req: FIN 551.	
Financial planning, working capital management, capital budgeting, dividend policy and comprehensive problems. Capstone Experience.		Grade Mode: Normal Grading Mode	
Pre-req: FIN 343 with a minimum grade of D and FIN 440 with a minimum grade of D.		FIN 558 Estate Planning	3 Credit hours
Attributes: Capstone Course		Estate Planning focuses on the efficient conservation and transfer of wealth, consistent with the client's goals such as trusts, wills, probate, advanced directives, charitable giving, wealth transfers and related taxes.	
Grade Mode: Normal Grading Mode		Pre-req: FIN 551.	
FIN 475 International Business Strategies	3 Credit hours	Grade Mode: Normal Grading Mode	
Strategies for gaining competitive advantage in the global business environment. Topics include international trade and investment, economic growth, and operations of multinational corporations. Capstone Experience for International Business major.		FIN 580 Special Topics	1-4 Credit hours
Pre-req: ECN 421 with a minimum grade of D and FIN 343 with a minimum grade of D.		Grade Mode: Normal Grading Mode	
Attributes: Capstone Course, International		FIN 581 Special Topics	1-4 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
		FIN 620 Financial Management	3 Credit hours
		An examination of business corporations practicing at the level of the individual firm with emphasis on quantitative analysis of the variables which affect liquidity and profitability.	
		Pre-req: MGT 601.	
		Grade Mode: Normal Grading Mode	

FIN 623 Investments 3 Credit hours

A study of fundamental investment principles, modern portfolio theory, and portfolio formation process and the evaluation of portfolio performance.

Pre-req: FIN 501G or FIN 501.

Grade Mode: Normal Grading Mode

FIN 625 Financial Prob Business 3 Credit hours

Recognizing and solving financial problems through the use of case presentations and/or corporate annual and interim reports.

Pre-req: FIN 620.

Grade Mode: Normal Grading Mode

FIN 626 Sec Anlysis-Portfolio Mgt 3 Credit hours

Analytical procedures used by institutional portfolio managers to measure both past performance of holdings and anticipated market performance of current offerings. Emphasis in this course may be expected to be more centralized in the area of fundamental analysis.

Pre-req: FIN 620.

Grade Mode: Normal Grading Mode

FIN 627 Fin Institution & Markets 3 Credit hours

An in-depth study of the flow of funds in the aggregate financial systems, with emphasis on those in the United States. Because interest rates, and bank reserve requirements of Federal Reserve System are all dynamic in character, the content of this course may be expected to vary as financial events of the future dictate.

Pre-req: FIN 620.

Grade Mode: Normal Grading Mode

FIN 630 Multinational FIN MGT 3 Credit hours

This course analyzes the challenges of multinational corporations' financial management. It covers three areas: foreign exchange market transactions, exchange rate risk and hedging, and corporate financial decisions of an MNC.

Grade Mode: Normal Grading Mode

FIN 650 Special Topics 1-3 Credit hours

(Permission of the division head, full M.B.A. admission, and permission of GSM academic advisor)

Pre-req: FIN 501G or FIN 510.

Grade Mode: Normal Grading Mode

FIN 651 Special Topics 1-3 Credit hours

Pre-req: FIN 620.

Grade Mode: Normal Grading Mode

FIN 660 Independent Study 1-4 Credit hours

Independent study of a specific nature under the supervision of a qualified faculty member. Hours of credit are determined by the magnitude of the project. (PR: FIN 620 and permission of division head or permission of GSM academic advisor)

Pre-req: FIN 620.

Grade Mode: Normal Grading Mode

FIN 681 Thesis 1-6 Credit hours

(PR: Permission of the division head and full M.B.A. admission)

Grade Mode: Normal Grading Mode

FIN 699 Business Policy & Strategy 3 Credit hours

Study of administrative decisions making under conditions of uncertainty. Policy construction at top administrative level with emphasis on strategy with consideration of major functions of the business organization.

Grade Mode: Normal Grading Mode

Management**MGT 100 Introduction to Business 3 Credit hours**

Career exploration and preparation. Emphasis on modern supervisory management techniques in various business fields.

Grade Mode: Normal Grading Mode

MGT 218 Business Quantitative Methods 3 Credit hours

This course introduces statistical concepts and tools that can be leveraged for business data analytics, covering hypothesis testing, regression analysis, decision-making, time series analysis, and process control.

Pre-req: MTH 121B with a minimum grade of D or MTH 123 with a minimum grade of D or MTH 120 with a minimum grade of D or MTH 130 with a minimum grade of D or MTH 130H with a minimum grade of D or MTH 121 with a minimum grade of D or MTH 121H with a minimum grade of D or MTH 127 with a minimum grade of D or MTH 132 with a minimum grade of D or MTH 203 with a minimum grade of D or MTH 190 with a minimum grade of D or MTH 131 with a minimum grade of D or MTH 140 with a minimum grade of D or MTH 229 with a minimum grade of D or MTH 229H with a minimum grade of D or MTH 140H with a minimum grade of D or (STA 150 with a minimum grade of D and STA 150L with a minimum grade of D) or (STA 150B with a minimum grade of D and STA 150L with a minimum grade of D).

Attributes: Statistics

Grade Mode: Normal Grading Mode

MGT 280 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

MGT 281 Special Topics 1-4 Credit hours

Grade Mode: Credit/No Credit Grade Only

MGT 282 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

MGT 283 Special Topics 1-4 Credit hours

Grade Mode: Normal Grading Mode

MGT 318 Management Analytics 3 Credit hours

The course will provide a framework for both the analytical tools and specific managerial problems, emphasizing model development and the use of tools to manage, analyze, and visualize data. Application of statistical techniques to business and economic data. Topics include measures of central tendency and dispersion, theory of probability and probability distributions, sampling distributions, estimation, hypotheses testing, correlation and regression analysis, index numbers and time series.

Pre-req: MTH 121B with a minimum grade of D or MTH 123 with a minimum grade of D or MTH 120 with a minimum grade of D or MTH 130 with a minimum grade of D or MTH 130H with a minimum grade of D or MTH 121 with a minimum grade of D or MTH 121H with a minimum grade of D or MTH 127 with a minimum grade of D or MTH 132 with a minimum grade of D or MTH 203 with a minimum grade of D or MTH 190 with a minimum grade of D or MTH 131 with a minimum grade of D or MTH 140 with a minimum grade of D or MTH 229 with a minimum grade of D or MTH 229H with a minimum grade of D or MTH 140H with a minimum grade of D or (STA 150 with a minimum grade of D and STA 150L with a minimum grade of D) or (STA 150B with a minimum grade of D and STA 150L with a minimum grade of D).

Attributes: Statistics

Grade Mode: Normal Grading Mode

- MGT 320 Principles of Management** **3 Credit hours**
A comprehensive survey of the fundamental principles of management applicable to all forms of organizations. The course provides the student with a basis for thinking about complex business situations in the framework of analysis of the management process. Some case analysis of management problems used.
Grade Mode: Normal Grading Mode
- MGT 325 Project Management** **3 Credit hours**
It covers key components of project management- project integration, scope, and time management; cost analysis, quality control, human resource considerations; risk management; procurement and contract management; and planning and scheduling.
Pre-req: MGT 218 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 335 Hospitality & Tourism Mgt** **3 Credit hours**
An introduction to the hospitality industry, emerging trends and various management functions related to it.
Grade Mode: Normal Grading Mode
- MGT 350 Health Care Management** **3 Credit hours**
An introduction to the management of health care organizations.
Pre-req: MGT 320 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 354 Health Care Delivery Systems** **3 Credit hours**
An examination of the various private and public sector health care delivery systems currently management.
Pre-req: MGT 350.
Grade Mode: Normal Grading Mode
- MGT 355 Health Care Prods & Services** **3 Credit hours**
Application of business principles as they apply to the management of health care products and services in today's health care environment.
Pre-req: MGT 350.
Grade Mode: Normal Grading Mode
- MGT 360 Intro to Entrepreneurship** **3 Credit hours**
A study of the functions, techniques and problems of management of the small business enterprise as opposed to the large-scale corporate situation. The day section, in co-operation with the U.S. Small Business Administration, provides students with field experience as management consultants to an area small business.
Pre-req: MGT 320 with a minimum grade of D or MGT 320H with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 370 Energy Management Principles** **3 Credit hours**
A managerial perspective of regional, national and international energy issues. Course provides an objective assessment into the projections, limitations, costs, and tradeoffs associated with conventional and alternative sources of energy.
Pre-req: MGT 320 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 380 Principles of Renewable Energy** **3 Credit hours**
An introduction to renewable energy management, markets, and sustainable business solutions. Nuclear, hydro, solar, wind, geothermal, biomass and biofuel sectors will be evaluated for their economic viability and business profitability.
Pre-req: MGT 320 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 419 Business & Society** **3 Credit hours**
An examination of the manager's social and environmental responsibilities to his employees, customers, and the general public, and other external factors which management must be cognizant of in modern society.
Pre-req: MGT 320 with a minimum grade of D.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- MGT 420 Operations Management** **3 Credit hours**
Management of operation systems including system design, implementation and control. Analysis of the system in the areas of product, process, material quality, and facilities management. Topics include breakeven analysis, inventory models, transportation models, network analysis.
Pre-req: (MGT 218 with a minimum grade of D or STA 225 with a minimum grade of D or MTH 225 with a minimum grade of D or MGT 318 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).
Grade Mode: Normal Grading Mode
- MGT 421 Supply Chain Sustainability** **3 Credit hours**
Understanding the value, issues and trends regarding sustainability in modern, complex and global supply chains and business practices, by appreciating the concepts of sustainability, circular economy, and supply chain processes.
Pre-req: MGT 218 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 422 Organizational Behavior** **3 Credit hours**
An interdisciplinary examination of the nature of individuals, groups and organizations and organizations and their interactions.
Pre-req: MGT 320 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 423 Organizational Development** **3 Credit hours**
An examination of the dynamics of change within organizations. The course will examine the cause of resistance to change and purposeful methodologies for implementing change including behavioral, technological, and structural in an attempt to describe a holistic approach.
Pre-req: MGT 320 or MGT 320E.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- MGT 424 Human Resource Management** **3 Credit hours**
Analyze the role of Human Resource Managers within strategic decision making. Topics include: selection, training, assessment, compensation and employee relations. Current topics also covered.
Pre-req: MGT 320 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MGT 425 Industrial Relations** **3 Credit hours**
A study of labor-management relations in union and non-union settings. Topics include: conflict resolution techniques, negotiation strategy, participative management, and labor theory. Labor laws and history are reviewed. relations.
Pre-req: (MGT 320 or MGT 320E).
Grade Mode: Normal Grading Mode

MGT 428 Negotiations**3 Credit hours**

The theory and practice of negotiation in organizational settings including negotiation strategies and their impact on the outcomes achieved. Students will build negotiation skills through experiential exercises and cases.

Pre-req: MGT 320 with a minimum grade of D.**Grade Mode:** Normal Grading Mode**MGT 429 Leadership****3 Credit hours**

Leadership styles, principles, models, and practical applications including: motivation and communication, teamwork, use of power, development of trust, effective group facilitation, negotiation and persuasion, effective change, and ethics.

Pre-req: MGT 320 with a minimum grade of D.**Grade Mode:** Normal Grading Mode**MGT 430 Diversity Issues in Business****3 Credit hours**

Students will gain insights into primary and secondary dimensions of diversity, and be able to describe pertinent ethical, legal, media and marketing issues. They will improve organizations' management of diversity

Pre-req: MGT 340.**Grade Mode:** Normal Grading Mode**MGT 445 International Management****3 Credit hours**

Focuses on the economic, political, legal, technological, and cultural issues faced by international managers. Topics include developing cultural awareness, implementing global strategy, and competing with ethical integrity.

Pre-req: MGT 320 with a minimum grade of D.**Attributes:** International**Grade Mode:** Normal Grading Mode**MGT 446 Green Management****3 Credit hours**

Focuses on environmental sustainability and the practices involved in managing a green business, including: eco-advantage strategies, supply chains, preventing the failure of eco-initiatives and sustained competitive advantage.

Pre-req: MGT 320.**Grade Mode:** Normal Grading Mode**MGT 454 Trends Hlth Care Delivery****3 Credit hours**

Discussion of trends in Health Care Delivery in the United States and related public policies and their implications to society.

Grade Mode: Normal Grading Mode**MGT 455 Hlth Care Policy Seminar****3 Credit hours**

An integrative discussion course on current problems and future policies and strategies as they are related to facilities planning and utilization, staffing and organization and providing quality health care to community.

Pre-req: MGT 350 with a minimum grade of D.**Attributes:** Capstone Course**Grade Mode:** Normal Grading Mode**MGT 456 Plan Hlth Care Del System****3 Credit hours**

Application of systems approach to evaluation of current health care services and for future planning decisions.

Grade Mode: Normal Grading Mode**MGT 458 Energy Management Strategy****3 Credit hours**

Comprehensive coverage of all facets of the management of energy sources, production, risks, and markets. Provides managerial tools necessary to increase production capabilities and maneuver within the transforming energy sectors.

Pre-req: MGT 320.**Attributes:** Capstone Course**Grade Mode:** Normal Grading Mode**MGT 460 Strategic Management****3 Credit hours**

The integrative capstone course concerning theory and practice of top managements plans to attain outcomes consistent with the organization's mission and goals including strategy formulation, implementation and control.

Pre-req: MGT 320 with a minimum grade of D and MKT 340 with a

minimum grade of D and LE 207 with a minimum grade of D and (MGT 218 with a minimum grade of D or MGT 318 with a minimum grade of D or MTH 225 with a minimum grade of D or STA 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D) and FIN 323 with a minimum grade of D and ENG 204 with a minimum grade of D and ACC 215 with a minimum grade of D and ACC 216 with a minimum grade of D and (CMM 207 with a minimum grade of D or CMM 103 with a minimum grade of D) and (ECN 250 with a minimum grade of D or ECN 200 with a minimum grade of D) and ECN 253 with a minimum grade of D and MIS 200 with a minimum grade of D and MIS 290 with a minimum grade of D.

Attributes: Capstone Course, Writing Intensive**Grade Mode:** Normal Grading Mode**MGT 461 New Venture Dynamics****3 Credit hours**

Managing small enterprises, as opposed to large corporations. In cooperation with the Small Business Administration. Students work as trainee management consultants with small businesses in the area.

Pre-req: MGT 320 with a minimum grade of D.**Grade Mode:** Normal Grading Mode**MGT 471 Prac Health Care Mgt I****4 Credit hours**

Field experience in management of Health Care Organizations.

Grade Mode: Credit/No Credit Grade Only**MGT 472 Prac Health Care Mgt II****4 Credit hours**

Field experience in management of Health Care Organizations.

Pre-req: MGT 471.**Grade Mode:** Credit/No Credit Grade Only**MGT 478 Import Export Management****3 Credit hours**

Students will learn the general and specific information relevant to conducting export business from the United States to different parts of the world.

Grade Mode: Normal Grading Mode**MGT 480 Special Topics****1-4 Credit hours**

Study of an advanced topic not normally covered in other courses.

Management majors only, with permission of department chairman.

Grade Mode: Normal Grading Mode**MGT 481 Special Topics****1-4 Credit hours**

Study of an advanced topic not normally covered in other courses.

Management majors only, with permission of department chairman.

Grade Mode: Normal Grading Mode

MGT 482 Special Topics	1-4 Credit hours	MGT 613 Military Management III	3-9 Credit hours
Study an an advanced topic not normally covered in other courses. Management majors only, with permission of depart- ment chairman. Grade Mode: Normal Grading Mode		MGT 613 concerns the theory and practice of a military officer's quantitative and analytical management plans to attain outcomes consistent with the organization's mission and goals including strategy formulation, implementation and control. Grade Mode: Credit/No Credit Grade Only	
MGT 483 Special Topics	1-4 Credit hours	MGT 620 Human Resource Management	3 Credit hours
Study of an advanced topic not normally covered in other courses. Management majors only, with permission of depart- ment chairman. Grade Mode: Normal Grading Mode		The study of policies, methods, and techniques utilized in personnel management and human relations. Specific attention is given to problems of recruitment, selection. compensation, motivation, communications, training , service and benefit programs, performance evaluation, safety, discipline, business ethics, and community relations. (PR: MGT 320 or MKT 511; and GSM admission or permission of GSM academic advisor) Pre-req: MKT 511. Grade Mode: Normal Grading Mode	
MGT 485 Independent Study	1-4 Credit hours	MGT 630 Mgt & Supervisory Skills Devel	3 Credit hours
Grade Mode: Normal Grading Mode		An analysis and application of personal and organizational skills associated with the effective management of both public and private sector organizations. Skills to be developed or refined include time management, decision making, delegation, stress management, oral and written communication, team-building and others. Applied exercises, case studies, simulation, role play, films, and other learning methods are emphasized. (PR: MGT 672) Pre-req: MGT 672 or MGT 503G. Grade Mode: Normal Grading Mode	
MGT 486 Independent Study	1-4 Credit hours	MGT 650 Special Topics	1-4 Credit hours
Grade Mode: Normal Grading Mode		PR: Permission of the division head and full M.B.A. admission or permission of GSM academic advisor. Pre-req: MGT 503 or MGT 503G. Grade Mode: Normal Grading Mode	
MGT 487 Independent Study	1-4 Credit hours	MGT 651 Special Topics	1-3 Credit hours
Grade Mode: Normal Grading Mode		PR: Permission of the division head and full M.B.A. admission or permission of GSM academic advisor. Grade Mode: Normal Grading Mode	
MGT 488 Independent Study	1-4 Credit hours	MGT 655 Management of Small Business	3 Credit hours
Grade Mode: Normal Grading Mode		Pre-req: MGT 501 or MGT 501G. Grade Mode: Normal Grading Mode	
MGT 490 Internship	3-12 Credit hours	MGT 660 Independent Study	1-4 Credit hours
A supervised internship in which the student works for a business firm/agency to gain practical experience in the student's major. The program of work and study will be defined in advance and the student performance will be evaluated. Grade Mode: Credit/No Credit Grade Only		Independent study of a specific nature under the Grade Mode: Normal Grading Mode	
MGT 500 Analytic Methods & Tech	3 Credit hours	MGT 665 MANAGEMENT INFORMATION SYSTEMS	3 Credit hours
Provides competency in some of the basic quantitative skills necessary for analytical work in business administration. Required of all candidates who have had little or no under- graduate background in mathematics. Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MGT 578 Import Export Management	3 Credit hours	MGT 670 Management Consulting Skills	3 Credit hours
Students will learn the general and specific information relevant to conducting import/export business to/from the United States to different parts of the world. Grade Mode: Normal Grading Mode		Pre-req: MGT 672 or MGT 503G. Grade Mode: Normal Grading Mode	
MGT 580 Special Topics	1-4 Credit hours	MGT 671 Business Admin Internship	3 Credit hours
Grade Mode: Normal Grading Mode		Project-oriented experience in business operations and organizations intended for those students with insufficient experience in the field. (PR: Full Admission and permission of program director) Grade Mode: Normal Grading Mode	
MGT 601 Quant Methods-Business	3 Credit hours	MGT 672 Organizational Behavior	3 Credit hours
The use of quantitative methods for managerial decision making. A review of basic calculus and statistics as required in business. Other topics include decision analysis, linear programming and queuing. (PR: Full MBA Admission or Permission of MBA Director) Pre-req: MGT 500. Grade Mode: Normal Grading Mode		Basic ideas and concepts for the effective management of an organization. Major topics include motivation, communication and decision-making processes, group dynamics, leadership study, conflict management, work and organizational design, and organization development. Emphasis on the organizational behavior and theory. Grade Mode: Normal Grading Mode	
MGT 610 OPERATIONS MANAGEMENT	3 Credit hours		
Grade Mode: Normal Grading Mode			
MGT 611 Military Management I	3-9 Credit hours		
MGT 611 concerns the theory and practice of a military officer's management plans to attain outcomes consistent with the organization's mission and goals including strategy formulation, implementation and control. Grade Mode: Credit/No Credit Grade Only			
MGT 612 Military Management II	3-9 Credit hours		
MGT 612 concerns the theory and practice of a military officer's strategic human resource management plans to attain outcomes consistent with the organization's mission and goals including strategy formulation, implementation and control. Grade Mode: Credit/No Credit Grade Only			

MGT 673 Prob Personnel Management 3 Credit hours

Principles and procedures of the personnel system in the firm; selected areas of recruitment and selection; training and development; performance appraisal and evaluation; general communications system; role of government in manpower administration.

Pre-req: MGT 672 or MGT 503G.

Grade Mode: Normal Grading Mode

MGT 674 Prod/Operation Management 3 Credit hours

The study of operations management methods used in production, manufacturing, services and other business operations. Includes project management, capacity planning and transportation problems. (PR: MGT 601 and Full MBA Admission or Permission of MBA Director)

Pre-req: MGT 601.

Grade Mode: Normal Grading Mode

MGT 675 Prob Labor-Mgt Relations 3 Credit hours

Comprehensive coverage of the development of the field of industrial relations. The impact of organized labor and federal social legislation of management decision. Alternative directions for future developments are studied.

Pre-req: MGT 672 or MGT 503G.

Grade Mode: Normal Grading Mode

MGT 676 Organization Theory Design 3 Credit hours

Analysis of organizational systems and subsystems incorporating traditional, behavioral, and situational approaches to organizational and work unit design. Emphasizes environmental interface and interdependencies as function of internal systems phenomena.

Pre-req: MGT 672 or MGT 503G.

Grade Mode: Normal Grading Mode

MGT 677 Supply Chain Management 3 Credit hours

This course is a study of efforts to optimize actions of manufacturers, suppliers, distributors, retailers, and other selected modes in their endeavors to serve the ultimate customers.

Grade Mode: Normal Grading Mode

MGT 680 Entrepreneurship 3 Credit hours

The management of small business emphasizes how they are started and financed, how they produce and market their products and services and how they manage their human resources.

Grade Mode: Normal Grading Mode

MGT 681 Thesis 1-6 Credit hours

Grade Mode: Normal Grading Mode

MGT 692 Ethics/Global Aspects Bus 3 Credit hours

An examination of the Manager's social, ethical, and environmental responsibilities, not only to their domestic constituents, but also in the increasingly competitive international arena.

Pre-req: MGT 672.

Grade Mode: Normal Grading Mode

MGT 696 Admin Policy & Strategy 3 Credit hours

Capstone graduate business course for Master of Science students (HRM & HCA). Emphasis on policy and strategy issues in a service and/or public setting instead of within a "for-profit" environment.

Grade Mode: Normal Grading Mode

MGT 698 Independent Study in Mgmt 1-3 Credit hours

Grade Mode: Normal Grading Mode

MGT 699 Strategic Management 3 Credit hours

The study and application of top management's plan to attain outcomes consistent with the organization's mission and goals, including; strategy formulation, implementation and control. (PR: Permission of GSM academic advisor)

Grade Mode: Normal Grading Mode

MGT 749 RESEARCH PAPER 3 Credit hours

Grade Mode: Normal Grading Mode

MGT 797 THESIS 6 Credit hours

Grade Mode: Normal Grading Mode

MGT 799 Business Policy 3 Credit hours

Grade Mode: Normal Grading Mode

Marketing

MKT 231 Principles of Selling 3 Credit hours

Elements of professional personal selling from prospecting through follow-up designed for individuals preparing for a career in sales/marketing and those desiring skills to influence, persuade, or lead others.

Grade Mode: Normal Grading Mode

MKT 340 MKT Concepts and Applications 3 Credit hours

Introduction to marketing as the central activity of organizations in creating exchanges with customers. Focuses on strategies related to environmental opportunities and threats using product, price, promotion and distribution tools.

Grade Mode: Normal Grading Mode

MKT 341 Integrated MKT Communications 3 Credit hours

A managerial analysis of the principles and practices of the promotion mix from the viewpoints of the consumer, the firm, the industry, and the macroenvironment.

Pre-req: MKT 340 with a minimum grade of D.

Grade Mode: Normal Grading Mode

MKT 344 Retail Management 3 Credit hours

Management of retail establishments including successful retail merchandising, stock control, buying, pricing, marketing, advertising, promotion, displaying, credit, and selling of goods and/or services.

Pre-req: MKT 340 with a minimum grade of D and (ACC 215 with a minimum grade of D or ACC 310 with a minimum grade of D).

Grade Mode: Normal Grading Mode

MKT 345 Hospitality & Tour Marketing 3 Credit hours

Acquaint students with the marketing functions within the hospitality and tourism industry to develop effective marketing plans and gain an understanding of hospitality and tourism consumer behavior.

Grade Mode: Normal Grading Mode

MKT 349 Prin Domestic Transport 3 Credit hours

Introduction to the history, economics, and regulation of U.S. domestic motor, rail, air and pipeline transportation. Particular emphasis is placed upon the significance of transportation to the development of the United States and today's economy.

Grade Mode: Normal Grading Mode

MKT 350 Supply Chain Logistics 3 Credit hours

A supply chain approach is used to explain activities that create an efficient flow of products from point of origin to point of consumption in order to satisfy customer requirements.

Grade Mode: Normal Grading Mode

- MKT 371 🌍 International Marketing** **3 Credit hours**
A study of marketing across national borders. Emphasis is placed on international environments, methods of entry, and marketing mix development, including the conflict between standardization and adaptation.
Pre-req: MKT 340 with a minimum grade of D.
Attributes: International
Grade Mode: Normal Grading Mode
- MKT 375 Business to Business Marketing** **3 Credit hours**
Study of marketing products and services to business, institutions and government. Focus on organizational buying, market planning and development of marketing mix. (Prerequisite: MKT 340)
Grade Mode: Normal Grading Mode
- MKT 400 Social Media Marketing** **3 Credit hours**
Social media as a marketing function: Students will gain the knowledge and skills necessary to engage and service the customer and explore the strategic use of current social media platforms.
Pre-req: MKT 340.
Grade Mode: Normal Grading Mode
- MKT 425 Marketing Analytics** **3 Credit hours**
Students analyze data to make marketing decisions regarding segmentation and target market selection, product positioning, brand choice, customer relationship management, pricing, customer lifetime value, and other areas.
Pre-req: MGT 218 with a minimum grade of D and MKT 340 with a minimum grade of D.
Grade Mode: Normal Grading Mode
- MKT 430 Digital Marketing** **3 Credit hours**
Introduction to Google AdWords, Google Analytics, search engine optimization (SEO), website design, content and email marketing.
Pre-req: MKT 340.
Grade Mode: Normal Grading Mode
- MKT 435 Internet Marketing** **3 Credit hours**
Introduction to Internet as a sales and marketing tool, web page development, strategic planning for e-commerce, non-Internet functions which support e-commerce, and integration of e-commerce into conventional MKT mix.
Pre-req: (MKT 340 or MKT 340E).
Grade Mode: Normal Grading Mode
- MKT 437 Consumer Behavior** **3 Credit hours**
Acquaints the student with individual and group behavior as it pertains to consumer activity. Theories and findings in the behavioral sciences, as well as those set forth by the marketing scholars, are examined so as to understand the behavioral patterns of consumers. Cultural, social, and psychological influences are considered, in addition to the traditional economic interpretations. The stress of the course is on incorporating these data into the managing of the marketing effort.
Grade Mode: Normal Grading Mode
- MKT 440 Sales Management** **3 Credit hours**
An exploration of the duties and activities of sales managers. Topics typically include planning and forecasting as well as organizing, staffing, training, compensating, motivating, and evaluating the sales force. (PR: MKT 340)
Pre-req: MKT 340 or MKT 340E.
Grade Mode: Normal Grading Mode
- MKT 442 Market Research** **3 Credit hours**
Scope and importance of market and distribution research; product, package, brand analysis and social impact; consumer, industrial and institutional surveys, quantitative and qualitative analysis of market data; situation analysis, sampling, tabulation and presentation methods.
Pre-req: (MKT 340 with a minimum grade of D or MKT 340H with a minimum grade of D) and (MGT 218 with a minimum grade of D or MTH 225 with a minimum grade of D or STA 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).
Grade Mode: Normal Grading Mode
- MKT 445 Services Marketing** **3 Credit hours**
Examination of the marketing of services offered by business and non-business organizations with particular emphasis on the unique aspect of the services marketing mix and the implementation of service strategy. (Prerequisite: MKT 340)
Grade Mode: Normal Grading Mode
- MKT 449 Transport Law/Pub Policy** **3 Credit hours**
Comprehensive review of the regulation of carriers and transportation regulatory acts, functions of the procedure before the several regulatory commissions.
Pre-req: ACC 216 with a minimum grade of D and (MGT 218 with a minimum grade of D or MGT 318 with a minimum grade of D or MTH 225 with a minimum grade of D or IST 130 with a minimum grade of D or EDF 417 with a minimum grade of D or PSY 223 with a minimum grade of D or SOC 345 with a minimum grade of D).
Grade Mode: Normal Grading Mode
- MKT 465 🌍 Strategic Marketing** **3 Credit hours**
Capstone integrated study of marketing for decision making. Emphasis on the application of marketing principles and concepts for the purpose of developing, analyzing, and modifying marketing plans and strategy. (PR: MKT 340 and Senior Standing).
Pre-req: MKT 231 with a minimum grade of D and MKT 437 with a minimum grade of D and MKT 442 with a minimum grade of D.
Attributes: Capstone Course
Grade Mode: Normal Grading Mode
- MKT 480 Special Topics** **1-4 Credit hours**
Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.
Grade Mode: Normal Grading Mode
- MKT 481 Special Topics** **1-4 Credit hours**
Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.
Grade Mode: Normal Grading Mode
- MKT 482 Special Topics** **1-4 Credit hours**
Study of an advanced topic not normally covered in other courses. Marketing majors only, with permission of department chairman.
Grade Mode: Normal Grading Mode
- MKT 485 Independent Study** **1-4 Credit hours**
Pre-req: MKT 442 and MKT 231 and MKT 437.
Grade Mode: Normal Grading Mode
- MKT 486 Independent Study** **1-4 Credit hours**
Grade Mode: Normal Grading Mode

MKT 490 Internship	3-12 Credit hours	MKT 685 Marketing Problems	3 Credit hours
A supervised experience in which the student works for a business firm/agency to gain practical experience by completing a defined work program. Student performance is evaluated. This course may not be used as a marketing elective.		Determination of the marketing mix within the framework of the problem-solving and decision-making process.	
Grade Mode: Credit/No Credit Grade Only		Pre-req: MKT 682.	
		Grade Mode: Normal Grading Mode	
MKT 511 Marketing and Management	3 Credit hours	MKT 686 IMC for Prof Services	3 Credit hours
A comprehensive survey of the fundamental principles of management and marketing applicable to all organizations. Provides the student with a basis for analyzing appropriate situations in a management/marketing framework.		The importance and application of integrated marketing communications in marketing professional services are examined. Information is drawn from business and other areas of study and experiential learning activities are incorporated.	
Grade Mode: Normal Grading Mode		Pre-req: MKT 501.	
		Grade Mode: Normal Grading Mode	
MKT 580 Special Topics	1-4 Credit hours	MKT 698 Independent Study in Marketing	1-3 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 581 Special Topics	1-4 Credit hours	MKT 749 Research Paper	3 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 600 Marketing Management	3 Credit hours	MKT 797 THESIS	6 Credit hours
Grade Mode: Normal Grading Mode		Grade Mode: Normal Grading Mode	
MKT 610 Mkt/Nonprofit Organizations	3 Credit hours		
Grade Mode: Normal Grading Mode			
MKT 625 Hosp and Tourism Marketing	3 Credit hours		
Examination of marketing principles and the unique aspects of services marketing for the purpose of strategic decision making, marketing management and developing marketing plans in the tourism and hospitality industry.			
Grade Mode: Normal Grading Mode			
MKT 650 Special Topics	1-4 Credit hours		
Pre-req: MKT 501.			
Grade Mode: Normal Grading Mode			
MKT 651 Special Topics	1-3 Credit hours		
Grade Mode: Normal Grading Mode			
MKT 660 Independent Study	1-4 Credit hours		
Pre-req: MKT 682.			
Grade Mode: Normal Grading Mode			
MKT 681 Thesis	1-6 Credit hours		
Grade Mode: Normal Grading Mode			
MKT 682 Adv Marketing Management	3 Credit hours		
An integrated approach to marketing from a managerial point of view-making use of economic, quantitative, and behavioral concepts in analyzing and developing a framework for the decision-making and implementation of the firm's marketing program.			
Pre-req: MKT 511.			
Grade Mode: Normal Grading Mode			
MKT 683 Adv Marketing Research	3 Credit hours		
A study of research methods and procedures used in the marketing process; emphasis will be given to the sources of market data, sampling, preparation of questionnaires, collection and interpretation of data.			
Pre-req: MKT 682 and MGT 601.			
Grade Mode: Normal Grading Mode			
MKT 684 Global Marketing	3 Credit hours		
This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment.			
Grade Mode: Normal Grading Mode			