MGT 2220. Principles of Management (4)
MGT 3280. Operations/Supply Chain (4)
MKT 2110. Principles of Marketing (4)
MKT 3600. Sales in a Dynamic Environment (4)
MKT 3680. Negotiations (4) or MKT 4500. Retail Selling (4)
MKT 3750. International Marketing (4)
MKT 4370. Sales Leadership (4)
MTH 1310. Calculus for Business & Social Sciences (4) or MTH 1410. Calculus (4)
STS 2610. Quantitative Methods (4)
VMD 2300. Materials and Textiles (2)

Requirements for a Minor in Marketing (20 credits)

MKT 2110. Principles of Marketing (4)
MKT 4400. Marketing Management (4)*

Choose three courses from the following:

MKT 3180. Marketing Communications (4)
MKT 3200. Consumer Behavior (4)
MKT 3300. Marketing Research (4)
MKT 3600. Sales in Dynamic Environments (4)
MKT 3750. International Marketing (4)
MKT 4100. Social Media Marketing Strategy (4)
MKT 2881/3881/4881. Special Topics (4)

* MKT 4400 has prerequisites of MKT 2110 and 2 other MKT courses.

Requirements for a Minor in Sales (20 credits)

MKT 2110. Principles of Marketing (4)
MKT 3600. Sales in Dynamic Environments (4)

Choose three courses from the following:

BUA 2990. Business Communications (4)
MKT 3680. Negotiations (4)
MKT 4370. Sales Leadership (4)
MKT 4500. Retail Selling (4)

Course Descriptions

ACC 2020. Managerial Accounting. An introduction to internal accounting and reporting of organizations, emphasizing the use of accounting information used by management and other decision makers within the organization emphasizing the ways accounting information helps managers as they plan, develop control procedures and make decisions for their organizations. Prerequisite: ACC 2010. Four credits.

ACC 2050. Accounting Research Methods. This course provides an introduction to the professional accounting research process for financial accounting. Experiential learning is accomplished through the use of an online accounting research database to locate authoritative accounting literature. Also, practice in issue identification, reading and analyzing primary sources, using common secondary sources, and communication of results is provided. Prerequisite: ACC 2010. Course is offered in the spring. Two credits.

ACC 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

ACC 3010. Intermediate Accounting I. This course is the gate-way for the in-depth study of generally accepted accounting principles and their theoretical basis including the process by which accounting standards are created. Also, students explore the elements and proper presentation of the income statement and the balance sheet. Discussion about and correct application of techniques used in accounting for short term financial assets and inventories is also offered. Prerequisites: ACC 2010 and ACC 2050. Course is offered in the fall. Four credits.

ACC 3020. Intermediate Accounting II. A continuation of the study of intermediate accounting concepts and principles. An understanding of accounting theory and practice which underlies statement preparation is emphasized through analysis and interpretation of financial statements. The practical application of accounting theory to the more difficult areas of proprietorship, partnership and the corporation is also emphasized. Prerequisite: ACC 3010. Course is offered in the spring. Four credits.

ACC 3030. Accounting Information Systems. This course is designed to provide a deeper understanding of the accounting cycle and how it interacts with technology in a business environment. Emphasis is placed on the use and knowledge of Enterprise Resource Planning Systems and their role in the recording and communicating of accounting data. There is a hands-on approach involved where students use technology in a
simulated business experience. Prerequisite: ACC 2010. Course is offered in the spring. Four credits.

ACC 3040. Cost Accounting. Internal accounting and reporting of organizations, emphasizing the use of accounting information used by management and other decision makers within the organization emphasizing the ways accounting information helps managers as they plan, develop control procedures, and make decisions for their organizations. Prerequisites: ACC 2010 and ACC 3030. Course is offered in the fall. Four credits.

ACC/EXP 3300. VITA Basic. An experiential learning course that will prepare and enable students to participate in the Volunteer Income Tax Assistance (VITA) program sponsored and administered by The City of High Point Department of Community Development in partnership with the Internal Revenue Service (IRS). The VITA program provides free tax return preparation assistance for low to moderate income individuals (as defined by IRS guidelines). Students will receive instruction in the preparation and filing of basic tax returns for individuals and the IRS code of preparer ethics. Successful completion of the IRS’s certification exam for basic returns will qualify a student to work at VITA sites run by The City of High Point-Department of Community Development. Two credits.

ACC 4020. Auditing. A study of the objectives and methods of independent Certified Public Accountants in exercising the attest function. Topics include the meaning and quality of evidence, development of audit programs, statistical sampling, audit reports, and auditor responsibilities. Prerequisite: ACC 3020. Course is offered in the fall. Four credits.

ACC 4030. Taxation. Study of the federal income tax system that emphasizes the theories, procedures and rationale associated with the taxation of individuals. Experiential learning is accomplished through the completion of a comprehensive tax return preparation problem using tax practice software that is commonly used in professional tax practice. Prerequisite: Junior standing. Course is offered in the fall. Four credits.

ACC 4040. Advanced Taxation. Study of the federal income tax system that emphasizes the theories, procedures and rationale associated with the taxation of corporations. Experiential learning is accomplished through the completion of a series of exam questions taken from past professional licensure exams such as the CPA exam and the IRS Enrolled Agent exam. Prerequisite: ACC 4030. Course is offered in the spring. Four credits.

ACC 4050. Mergers and Acquisitions. In-depth study of accounting theory, generally accepted accounting principles, and techniques involved in consolidated business entities. Prerequisite: ACC 3020. Course is offered in the fall. Four credits.

ACC 4090. Accounting Issues. Capstone course covering current accounting issues, not-for-profit accounting, administrative aspects of the CPA exam, and integration of all parts of the accounting and general business curriculum. Prerequisites: ACC 3020 and ACC 4020. Course is offered in the spring. Four credits.
ACC/EXP 4300. VITA Advanced. An experiential learning course that will prepare and enable students to participate in the Volunteer Income Tax Assistance (VITA) program sponsored and administered by The City of High Point Department of Community Development in partnership with the Internal Revenue Service (IRS). The VITA program provides free tax return preparation assistance for low to moderate income individuals (as defined by IRS guidelines). Students will receive instruction in the preparation and filing of intermediate tax returns for individuals and the IRS code of preparer ethics. Successful completion of the IRS’s certification exam for basic returns will qualify a student to work at VITA sites run by The City of High Point-Department of Community Development. Prerequisite: ACC/EXP 3300 or permission of instructor. Two credits.

ACC 4444. Independent Study. Admission by permission of the Chair of Accounting and Finance to undertake an assignment planned in advance. One to four credits.

ACC 4810-4815. Student Internship. Three, four, six, eight, ten or twelve credits.

BUA 1000. Introduction to Business Careers. This course provides an introduction to potential business careers. Career planning and development will also be covered. Topics will include the business school curriculum and how to be successful in the Phillips School of Business and in your career. The course will include panel discussions, guest speakers, alumni, faculty, career services personnel, and/or students. Prerequisites: Freshman or permission of instructor. Pass/fail. One credit.

BUA 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

BUA 2990. Business Communications and Professional Development. Emphasizes the fundamentals of communication and professionalism that are essential for success in business. Classroom instruction and practice will include written, oral, and interpersonal/group communication with an emphasis on professionalism and presentation skills. Prerequisite: Sophomore standing. Four credits.

BUA 3050. Business Law. This course is a study of U.S. law regarding business. The course will cover topics such as the American legal and regulatory system, contracts, torts, product liability, forms of business ownership, international commercial dispute resolutions process, EEOC, affirmative action, performance appraisal, and discrimination in the workplace. Four credits.

BUA/GBS 3100. Global Business. This study-abroad course is an introduction to globalization and its effects on business operations around the world focusing on the varied economic, political, and legal environments in different countries. Emphasis is on identifying the unique business risks, challenges, and opportunities that companies face while competing in a global marketplace. Prerequisite: Sophomore standing. Four credits. [GS, SA]

BUA 4444. Independent Study. Admission by permission of the Chair of Management and Entrepreneurship to undertake an assignment planned in advance. One to four credits.

BUA 4810-4815. Student Internship. Three, four, six, eight, ten or twelve credits.

ECO 2030. Principles of Macroeconomics. This course addresses the subjects of demand and supply, free enterprise and capitalism, GDP and the business cycle, unemployment, inflation, fiscal and monetary policy, banking, international trade and finance, and other related topics. The course helps students understand current economic problems and policy debates. Four credits. [S]

ECO 2050. Principles of Microeconomics. This course covers theories of consumer and producer behavior, including demand and supply, elasticity, and consumer utility theory. Introduction to pure competition, monopoly, and other market structures in which businesses operate. Discussion of issues such as mergers and antitrust policy, regulation, cost-benefit theory, externalities and public goods, resource markets, poverty and income inequality, and other applied microeconomic issues. Four credits. [S]

ECO 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.


ECO 3050. Intermediate Microeconomics. A more in-depth study of how individual agents interact, in an environment of ever-changing prices. Topics may include utility models, market structures, dealing with risk and uncertainty, and the government regulatory environment.
Prerequisites: MTH 1310 or MTH 1410, ECO 2030, and ECO 2050. Course is offered in the spring. Four credits.

ECO 3150. Econometrics. This course studies the application of quantitative methods to economic issues. Topics covered include simple and multiple linear regression, model testing and diagnostics, qualitative choice models, panel data, and models of volatility. Emphasis is placed on understanding and effectively communicating model results. Prerequisites: ECO 2030 or ECO 2050, and STS 2610 or STS 2020. Course is offered alternate years in the fall. Four credits.

ECO 3220. Labor Economics. A study of how wages and employment are determined in various types of labor markets. Topics will include labor-related issues such as the causes of unemployment, federal labor laws, unionization, immigration, and labor markets across the globe. Major government policies that affect labor markets such as the minimum wage and income and payroll taxes are also examined. Prerequisites: ECO 2030 and ECO 2050. Course is offered in the fall. Four credits.

ECO 3310. Money and Banking. A study of money, credit, and banking, with emphasis on the Federal Reserve System and current trends in monetary control. Students will gain a better understanding of the banking environment and bank managers’ strategies. Prerequisites: ECO 2030 and ECO 2050. Course is offered in the spring. Four credits.

ECO 3400. Free Enterprise and Capitalism. An analysis of the merits and ethical foundations of free enterprise and capitalism. The principles of free enterprise will be applied to a variety of historical and current issues ranging from business regulation and labor markets to health care, economic development in the Third World, and the environment. Prerequisites: ECO 2030 and ECO 2050. Course is offered in the spring. Four credits.

ECO 3410. Environmental Economics. An economic analysis of issues involving environmental problems, management, and policies. Topics include resource scarcity and allocation, externalities, public goods, the tragedy of the commons and property rights. Regulatory versus market approaches as solutions to environmental problems will be examined and applied to current environmental policy issues. Prerequisites: ECO 2030 or ECO 2050. Course is offered in the fall. Four credits.

ECO/GBS 3460. International Economics. An overview of international trade and finance. Students will learn comparative advantage theories, and practical lessons for exporting. Other topics will include national trade barriers and the WTO, trade deficits, exchange rates, and the debate about trade’s impact on labor and the natural environment. Prerequisite: ECO 2030. Four credits. [GS]

ECO/GBS 4430. Comparative Economics. A comparison of capitalism and socialism, both in theory and practice. Students will gain an understanding of the economies and ways of doing business of the United States, Japan, Germany/EU, Russia, China, Mexico, and other representative countries. Prerequisite: ECO 2030. Course is offered in the fall. Four credits. [GS]

ECO 4444. Independent Study. Admission by permission of the Chair of Economics to undertake an assignment planned in advance. One to four credits.

ECO 4810-4815. Student Internship. Three, four, six, eight, ten or twelve credits.

ENT 2810. Dilemmas and Debates in Entrepreneurship. This course explores the different dilemmas entrepreneurs may encounter during business start-up. Each week will focus on a particular dilemma, such as ‘the dilemma of partners,’ ‘the dilemma of starting a business out of school versus waiting,’ ‘the dilemma of debt versus equity,’ and various ethical dilemmas. Students will engage closely with entrepreneurs in examining these issues. Course is offered in the fall. Two credits.

ENT 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

ENT 2900. Ideation and Creativity. This course provides exposure to opportunity recognition, ideation and creative problem-solving in entrepreneurship. It examines the types and sources of entrepreneurial opportunities and how to enhance one’s ability to recognize opportunities. It explores the role of creativity throughout the entrepreneurship process, and how to understand and improve one’s creative abilities. The course discusses the various contexts in which creativity can take place, such as in the start-up of new ventures, within a corporate setting, or within a family business. Creativity is approached as something that is measurable and can be enhanced. Students are required to discover multiple opportunities and practice creative problem-solving throughout the semester. Course is offered in the fall. Four credits.
ENT 3010. Business Plan Laboratory. This course is a hands-on laboratory for students who want to walk through the process of putting together a high-quality business plan. The purpose, logic, and audiences for a business plan are examined. Students learn how to critique an existing plan, and they are introduced to practical research tools and analytical approaches useful in working through the individual sections of their own business plans. Course is offered in the spring. Two credits.

ENT 3023. Business Modeling and Feasibility. This course requires students to recognize an entrepreneurial opportunity, which has the potential to sustain the creation of a new venture, and develop an innovative business concept to exploit the opportunity. Throughout the semester, students will work to determine the feasibility of their idea and opportunity, such as conducting market and industry analyses and using other tools to evaluate the economic viability of the business. Prerequisite: Junior standing. Four credits.

ENT 3050. Business Law for Entrepreneurs. This course provides awareness and a basic understanding of the legal issues frequently encountered by entrepreneurs. This course specifically examines issues surrounding the structuring, financing, and operations of a small business. Topics covered will include business formation, ownership structuring, issuing securities, intellectual property, employment law, contracts, bankruptcy, as well as issues related to owning and operating a family business. While the goal of this course is not to provide students with technical legal skills, it will familiarize them with the rights and responsibilities of business ownership and enhance their ability to make sound decisions as entrepreneurs. Four credits.

ENT 3400. Entrepreneurial Finance. Students will learn the art and science of managing the flow of funds within their particular entrepreneurial ventures. Students will review the basic economic factors affecting small business and the impact those factors can have on start-up ventures and small businesses. Financial statements are analyzed with emphasis on working capital management and inventory control, as these are both critical to small business success. Budgets, cash flow management and the importance of the time value of money are stressed. Additionally, as entrepreneurs often operate within resource-constrained environments, the course will cover the various principles and approaches entrepreneurs may use to succeed despite the lack of sufficient available resources. Prerequisite: Junior standing. Course is offered in the spring. Four credits.

ENT 3510. Corporate Entrepreneurship. An examination of entrepreneurship inside larger companies, including family businesses, this course explores obstacles to entrepreneurial behavior inside established firms and the reasons these obstacles exist. Entrepreneurship is approached as a source of sustainable competitive advantage in companies. The course assesses how firms can become faster, more flexible, more aggressive and more innovative in order to obtain and maintain a competitive edge. Students conduct an entrepreneurial audit of a mid-sized or large company. Prerequisite: ENT 3023 (can be concurrent). Four credits.
FIN 2010. Personal Financial Planning. This course provides an overview of personal financial planning and covers the following topics: budgeting, saving, tax planning, managing credit, home buying, vehicle purchasing, selecting insurance, investing, retirement planning, and estate planning. The practical application of concepts will be emphasized. Four credits. Graded credit/no credit.

FIN 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

FIN 3010. Financial Management. A study of principles of managing a business enterprise, with an emphasis on the modern corporation. Attention is given to the analyses of the major financial statements as a means to determine the present as well as predicting the future financial condition of a corporation. This information is explained in a cash flow framework in order to determine the value of a firm. The ability of the financial manager to measure and evaluate sources of capital is addressed. The process of using an investment banker to access proper markets, bond and/or stock, is reviewed. Attention is also given to the financial manager’s decision making role in the Capital Budgeting process. Prerequisite: ACC 2010. Four credits.

FIN 3020. Investment Analysis. This course emphasizes fundamental security analysis as a tool for debt and equity valuation. The essential financial assets of stocks, bonds, and derivatives are analyzed. The student is exposed to what comprises the essential features of the instrument, the possible rewards, risks, and basic determinants of value. Students learn about margin trading and short selling as well as technical equity analysis. Students participate in a stock market portfolio simulation where they learn how securities are bought and sold, and how security markets operate. Excel is used extensively in the security analyses. Prerequisite: FIN 3010 with a grade of C or higher, or permission of the instructor. Course is offered in the fall. Four credits.

FIN 3025. Fixed Income Securities. This course will provide an overview of fixed income markets and instruments within those markets. Focus is on the valuation and analysis of fixed income instruments and the roles of different participants within the fixed income markets. The course is focused on the concepts and tools that are useful to managers and investors who want to use these securities, whether for investing, hedging, market-making, or speculating. This course will cover the mathematical foundation for studying fixed income securities and will thus require a moderate level of quantitative skill. Prerequisite: FIN 3010 with a grade of C or higher, or permission of the instructor. Course is offered in the fall. Four credits.

FIN 3030. Real Estate Investments and Analysis. Investing in real estate includes the purchase of property directly as
an individual or with other investors in the stock of publicly traded real estate companies. Specifically, students learn about residential properties, income producing properties, Real Estate Investment Trusts (REITs), and Real Estate Exchange Traded Funds (ETFs). Areas of study include market factors, risk-return tradeoff, valuation techniques, financial leverage, tax considerations, and financing alternatives. Excel is used extensively in the asset and security analyses. Additional software such as Argus will also be introduced and used for several analyses. Prerequisite: FIN 3010 with a grade of C or higher, or permission of the instructor. Course is offered in the spring. Four credits.

**FIN 3035. Financial Derivatives.** This course will introduce students to the basic theory of financial derivatives and their uses in risk management by corporations and individual investors. Emphasis will be on designing specific risk management strategies using financial derivatives such as options, futures, forward contracts, and swaps. Topics covered include the historical development and institutional features of the derivatives market, derivatives’ pricing models, arbitrage conditions, and hedging strategies. Prerequisite: FIN 3010 with a grade of C or higher, or permission of the instructor. Course is offered in the spring. Four credits.

**FIN 4030. Financial Analysis.** This course reviews fundamental financial analysis with an emphasis on corporate budgeting and forecasting of financial data. The student will analyze corporate financial statements, create common-size and pro-forma statements, perform ratio analysis, and interpret the statement of cash flows. The student is exposed to breakeven analysis and analyzes the bankruptcy potential of firms through the use of the Altman Z statistic. Students create detailed cash budgets used to forecast the potential need for funding. Statistical means of forecasting are introduced in the forms of Time Series Analysis and Regression Analysis. Excel is extensively used in all the financial analyses. Prerequisite: FIN 3010 with a grade of C or higher, or permission of the instructor. Course is offered in the spring. Four credits.

**FIN 4444. Independent Study.** Admission by permission of the Chair of Accounting and Finance to undertake an assignment planned in advance. One to four credits.

**FIN 4810-4815. Student Internship.** Three, four, six, eight, ten or twelve credits.
MGT 2220. Principles of Management and Organizational Behavior. This course provides an introduction to management by emphasizing the role of human behavior in the work place. Discussions will focus on the complex relationships between individuals, groups, and organizations, and will include the traditional topics of planning, strategy, operations, and control, as well as more contemporary topics, such as ethics, diversity, decision making, motivation, leadership, culture, and human resources. A primary goal will be to relate management theory to real life examples in order to make its relevance obvious even to students who may lack exposure to, or experience in, a “real-life” management context. **Four credits.**

MGT 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

MGT 3200. Project Management. This course addresses concepts and issues important in effectively managing projects. Topics include project selection, project planning, negotiation, budgeting, scheduling, resource allocation, project control, project auditing, and project termination. Topics are viewed from a managerial perspective. Students completing this course will develop preliminary skills in the use of project management software. Also, successful students will develop the ability to apply learned concepts to real project environments. **Prerequisite: MGT 2220. Four credits.**

MGT 3220. Leadership. In this course students will critically examine all major theories of leadership through discussion of relevant research and practice. However, particular emphasis will be given to contemporary theories and their application to the study of current political, societal, and business leaders and the issues surrounding them. Additionally, students will be expected to evaluate their own strengths and weaknesses with respect to leadership and create individualized development plans to improve their leadership skills. **Prerequisite: MGT 2220. Four credits.**

MGT 3280. Operations and Supply Chain Management. This course is an introductory course in the theory and practice of operations management (OM). The course begins by emphasizing OM as an integral part of an organization’s competitive strategy. Next, qualitative and quantitative topics are discussed as they are employed in making both strategic and tactical level OM decisions. Topics include operations strategy, process design, forecasting, capacity planning, facilities location and design, scheduling, inventory control, quality assurance, and project management. Using a supply chain context, topics are addressed in an integrated manner. By the end of this course, students will understand basic terminology, concepts, and techniques of OM and how these relate to supply chain management. **Prerequisite: MGT 2220. Four credits.**

MGT 3300. Innovation Management. The focus of this course is the strategic management of innovation. The scope of the course includes the internal development of innovations and the acquisition of innovations through mergers, acquisitions, and alliances. Technical topics covered in both of those domains include planning, implementing, evaluation, and control. Managerial topics covered include personnel considerations, organizational structure, and organizational fit as they relate to managing innovation. This class would also be suitable for students interested in alliances and mergers and acquisitions. **Prerequisite: MGT 2220. Four credits.**

MGT 3400. Work Teams in Organizations. Organizations are increasingly implementing teams as a way of organizing work; hence, the ability to lead and work effectively in teams is a competence that is highly valued in organizations. Accordingly, the purpose of this course is to develop students’ knowledge and skills related to effective teamwork and team leadership. Instruction will include an emphasis on team diagnostics and strategies to improve performance. In addition, we will focus on recent workplace trends (e.g., virtual teams, multicultural teams, high performance teams). **Prerequisite: MGT 2220. Four credits.**

MGT 3500. Service Management. Service firms are far more people-oriented because of their direct employee interaction with customers. The resulting variations in customer expectations present a challenge to the operations manager to effectively use resources in achieving customer satisfaction. The intent of the course is to provide students with the concepts and tools necessary to effectively manage a service operation. The strategic focus also provides entrepreneurially inclined students with the foundation to open their own service business. Topics include overall service strategy, the design of services, management of service operations, and an introduction to quantitative models for service management. **Prerequisite: MGT 2220. Four credits.**

MGT 3800. Cross-Cultural Management. This course focuses on the challenges and opportunities associated with organizational management in the global environment. Cross-Cultural Management is intended to be a foundational course for the undergraduate business student. Students will gain
a general overview of the process and effect of globalization in contemporary business, along with an introduction to theories, concepts and skills relevant to managing effectively in today’s global environment. Students will be challenged to integrate knowledge they have gained from other business core courses and apply their accumulated knowledge to the international business landscape. Prerequisite: MGT 2220. Four credits.

MGT 4050. Global Logistics. This course addresses the physical supply, in-plant movement and storage, and physical distribution that comprise global logistics systems. Based on readings, class discussions, cases, and practice problems, students will be able to link logistical management decisions with the attainment of competitive priorities. While the primary focus is on handling products in a manufacturing context, the use of logistics in non-profit organizations and service industries will be discussed. Prerequisites: MGT 2220 and MGT 3280. Four credits.

MGT 4100. Human Resource Management. The purpose of this course is to review and analyze practices, trends, and problems of human resource management (HRM). Research shows that how managers implement and maintain HRM practices can impact organizational productivity, quality of work life, and profits. The goal of this course is to prepare the student to use HRM practices effectively. Topics include (but are not limited to): HRM strategy, employment planning, regulation, job analysis and design, performance assessment, recruitment and selection, training and development, employee relations, and compensation. Prerequisite: MGT 2220. Four credits.

MGT 4200. Change Management. This course is designed as a foundation course for all students. Students will be exposed to theories and practical examples of management and organizational behavior in the context of change. The focus of this course is on change management and is designed for all students regardless of their areas of professional specialization. The content of this course will meet the needs of those who would benefit from a framework for understanding the relationship between change management, organizational behavior, and organizational effectiveness. Prerequisite: MGT 2220. Four credits.

MGT 4444. Independent Study. Admission by permission of the Chair of Management and Entrepreneurship to undertake an assignment planned in advance. One to four credits.

MGT 4810-4815. Student Internship. Three, four, six, eight, ten or twelve credits.

MGT 4990. Strategic Management. The focus of this course is on the competitive strategy of the firm in both domestic and international settings. This course integrates skills and information from specialized business disciplines such as marketing, finance, accounting, and operations into an integrated decision making process. Students act in the role of key decision makers by analyzing data from the specialized business disciplines, determining the strategic position of the firm, and solving problems related to the development and maintenance of a firm’s competitive advantage. Students develop an understanding of the key strategic issues through theoretical readings, and case study analysis (and/or simulations). Prerequisites: Senior standing and FIN 3010 or simultaneous enrollment, or permission of instructor. Four credits.

MKT 2110. Principles of Marketing. A study of basic commodities and manufactured goods from producer to consumer. Specific areas to be covered include consumer motivation, marketing research, marketing institutions, distribution, promotion and professional selling, product offering and pricing. Four credits.

MKT 2881, 3881, 4881. Special Topics. Variable credit. May be repeated.

MKT 3180. Marketing Communications. An in-depth analysis of the persuasive communications efforts of the firm to market its products. All aspects of the promotional blend (advertising, personal selling, sales promotion and publicity) will be explored as they relate to the objectives of the firm. Prerequisite: MKT 2110 or COM 1110. Four credits.

MKT 3200. Consumer Behavior. An in-depth study of the consumer and the relationship of consumer behavior to pricing, advertising, product development, distribution and marketing strategies. It is an intense examination of the purchase decision and how these decisions affect the buying process. It is a study of how the consumer world is influenced by the actions of marketers. Prerequisite: MKT 2110. Four credits.

MKT 3300. Marketing Research. A study of the techniques and practices of marketing research. Qualitative and quantitative research methods will be explored in a hands-on fashion. Factors are examined that can affect research both negatively and positively. Emphasis will be
placed on becoming an effective user of marketing research for decision making at all levels of management. **Prerequisite:** MKT 2110 and MTH 1130 or higher. Four credits.

**MKT 3600. Sales in Dynamic Environments.** This course covers the basic foundations for understanding the concepts and practices of selling and sales management. Specific areas to be covered include: the sales function, selling as a profession, the relationship between sales and marketing, the psychology of selling, communication and persuasion, elements of sales presentations, and developing and managing a sales force including sales force structure, customer relationship management, the use of technology to improve sales force effectiveness, issues in recruiting, selecting, training, motivating, compensating, and retaining salespeople. **Prerequisite:** MKT 2110. **NOTE:** Students who have previously taken MKT 3170 Sales Development or MKT 4360 Sales Management may not take MKT 3600. Four credits.

**MKT 3680. Negotiations.** This course explores the major concepts and theories of bargaining and negotiation in the professional selling environment, as well as the dynamics of interpersonal and intergroup conflict and its resolution. It is designed to help students develop the sophistication to analyze bargaining and conflict relationships, and to learn (through class discussion and self-assessment) about their individual “bargaining styles.” **Prerequisites:** MKT 2110 and MKT 3600, or permission of the instructor. **Course is offered in the spring.** Four credits.

**MKT 3750. International Marketing.** A study of the realities of conducting business between countries. Subjects to be covered include marketing, financial, legal and political considerations, transportation, and international trade terminology. **Prerequisite:** MKT 2110. Four credits.

**MKT 4100. Social Media Marketing Strategy.** This course examines the basic strategy behind tactical implementation of social media marketing campaigns. Emphasis is given to understanding the basics of social media marketing, effectively reaching target audiences, project management skills, maintaining message consistency, planning, evaluating, and adjusting social media tactics as needed. **Prerequisites:** MKT 2110 and junior standing or higher. **Course is offered in the spring.** Four credits.

**MKT 4370. Sales Leadership.** This course introduces you to practical tools, cutting-edge concepts, and effective sales management models derived from faculty field and consulting experience, and current sales leadership research. Through cases, group discussions, problem-solving exercises, computer-aided workshops, and interactive case presentations, you will explore various perspectives on what does and does not work — and why. **Prerequisites:** junior standing, MKT 2110, and MKT 3600; or permission of instructor. Students who have previously taken MKT 3170 may not take MKT 4370. **Course is offered in the spring.** Four credits.

**MKT 4400. Marketing Management.** An intensive study of the elements in the marketing process as it applies to consumer and industrial products and services. Heavy emphasis will be placed on strategic market planning. **Prerequisites:** MKT 2110 and two other marketing courses. Four credits.

**MKT 4444. Independent Study.** Admission by permission of the Chair of Marketing to undertake an assignment planned in advance. One to four credits.

**MKT 4500. Retail Selling.** This course familiarizes students with the decisions involved in planning the retail strategy of a retail firm and the concepts and principles for making those decisions. While the course focuses on the retail industry including retailers of consumer services, the content of the course is useful for students interested in working for companies that interface with retailers such as manufacturers of consumer products or for students with a general management or entrepreneurial interest. **Prerequisites:** junior standing, MKT 2110, and MKT 3600; OR permission of instructor. **Course is offered in the spring.** Four credits.

**MKT 4810-4815. Student Internship.** Three, four, six, eight, ten or twelve credits.