

# Management & Marketing

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Dr. Poonam Arora  
Chair of the Department

The Department of Management and Marketing offers a broad choice of courses and two distinct majors: Management and Marketing.

The management program examines theories and concepts of organizations, describes the skills used by managers in fulfilling their roles and functions, provides an opportunity for students to apply quantitative methods to solve management problems, and seeks to arouse interest in management as a growing field.

The major emphasis is on behavioral aspects of organizations and administrative actions, in both business and nonprofit organizations. Special attention is given to the social responsibilities of the business executive and the role of the modern corporation in society. Students also learn to master the latest technologies, which allows them to graduate with a functional knowledge of the tools that will be used in their careers.

Marketing represents a key function and managerial philosophy of contemporary organizations. It is essential for the effective managing of both for profit and nonprofit organizations. Marketing involves creating products and services, communicating their value, and managing customer relationships based on a thorough understanding of customers' needs and wants. The tasks of marketing managers include determining the firm's competitive market position and strategy, and formulating the optimum marketing mix: the product portfolio, communication, pricing and distribution strategies.

The Marketing program emphasizes a managerial approach and is designed to train marketing professionals who are globally-oriented business leaders. The curriculum stresses analysis, critical thinking and decision making in the marketing process.

## Management

### Major

Requirements for a major in Management include the following:

MGMT 309	Management of International Business	3
MGMT 315	Human Behavior in the Organization	3
MGMT 320	Human Resource Management	3
9 credits of electives from the following courses:		9
MGMT 302	Working with Businesses in Nicaragua	
MGMT 305	Managerial Planning and Decision Making	3
MGMT 321	Career Management	
MGMT 441	Small Business Management Seminar	
MGMT 450	Negotiation & Conflict Mgmt	
MGMT 460	Special Topics in Management	
MGMT 461	Entrepreneurship	

MGMT 462	Managing a Diverse Workforce	
MGMT 463	Contemporary Topics & Issues in Human Resource Management	
Business Elective		3
Total Credits		24

A minimum grade of C is necessary to receive major credit.

### First Year

Fall	Credits Spring	Credits
RELS 110 or ENGL 110	3 MGMT 201 or MKTG 201	3
ECON 203 or ACCT 201	3 ECON 204 or ACCT 202	3
CIS 110 or MATH 153	3 SCI Elective	3
SCI Elective	3 ENGL 110 or RELS 110	3
PSYC 203	3 MATH 153 or CIS 110	3
	15	15

### Second Year

Fall	Credits Spring	Credits
MKTG 201 or MGMT 201	3 ACCT 202 or ECON 204	3
ACCT 201 or ECON 203	3 ENGL Elective or ENGL 211	3
ENGL 211 (or ENGL Elective)	3 BUAN 227 or MATH 154	3
LAW 203	3 Liberal Art Elective	3
MATH 154 or BUAN 227	3 SOC 201 or PHIL 201	3
	15	15

### Third Year

Fall	Credits Spring	Credits
MGMT 307 or FIN 301	3 FIN 301 or MGMT 307	3
HIST Elective/RELS Catholic Studies	3 ECON 305	3
PHIL 201 or SOC 201	3 MGMT 320	3
MGMT 315	3 RELS Catholic Studies/HIST Elective	3
MGMT 309	3 Liberal Art Elective	3
	15	15

### Fourth Year

Fall	Credits Spring	Credits
MGMT 461	3 MGMT Elective	3
MGMT Elective	3 Business Elective	3
MGMT 406 or 430	3 MGMT 430 or 406	3
RELS Global/Contemporary	3 Free Elective	3

Free Elective	3 Liberal Arts Elective	3
	15	15

Total Credits: 120

## Minor

Requirements for a minor in Management: Students who are in Schools other than Business may pursue a minor in Management. Students must obtain the permission of the School in which they are enrolled. To minor in Management a student must complete 15 credits in Management including: MGMT 201 Introduction to Management, MGMT 309 Management of International Business, MGMT 315 Human Behavior in the Organization, and 2 additional Management courses. Students in the School of Business who wish to minor in Management must take MGMT 315 Human Behavior in the Organization, MGMT 309 Management of International Business or MGMT 320 Human Resource Management, and one management elective.

## Requirements for the Business core

The Management program offers core courses required of all Business students. All students are required to take the following:

MGMT 201	Introduction to Management	3
MGMT 307	Operations and Quality Management	3
MGMT 406	Strategic Management	3

All students except 5-year Accounting majors are required to take the following:

MGMT 430	Business, Government, and Society	3
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## Marketing

### Major

Marketing majors take:

MKTG 303	Marketing Research	3
MKTG 307	Consumer Behavior	3
MKTG 403	Marketing Management	3
MKTG 412	International Marketing	3
Marketing Elective		3
Business Elective		6

Total Credits		21
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A minimum grade of C is necessary to receive major credit.

A working set of computer skills in PowerPoint, a statistical computer-based program, as well as some web development will be used in many of the marketing classes.

**First Year**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
ECON 203 or ACCT 201	3 ECON 204 or ACCT 202	3
RELS 110 or ENGL 110	3 ENGL 110 or RELS 110	3
SCI elective	3 SCI elective	3
PSYC 203	3 MGMT 201 or MKTG 201	3
CIS 110 or MATH 153	3 MATH 153 or CIS 110	3
	15	15

Total Credits: 30

**Second Year**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
ACCT 201 or ECON 203	3 ACCT 202 or ECON 204	3
ENGL 211 (or ENGL Elective)	3 ENGL Elective or ENGL 211	3
MKTG 201 or MGMT 201	3 BUAN 227 or MATH 154	3
MATH 154 or BUAN 227	3 Liberal Arts elective	3
LAW 203	3 SOC 201 or PHIL 201	3
	15	15

Total Credits: 30

**Third Year**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
MGMT 307 or FIN 301	3 FIN 301 or MGMT 307	3
HIST Elective or RELS Catholic Studies	3 RELS Catholic Studies or HIST Elective	3
PHIL 201 or SOC 201	3 Liberal Art Elective	3
ECON 305	3 MKTG 307	3
MKTG 303	3 Marketing Elective	3
	15	15

Total Credits: 30

**Fourth Year**

<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
MKTG 412	3 MKTG 403	3
Business elective	3 Business elective	3
MGMT 406 or 430	3 MGMT 430 or 460	3
RELS Global/Contemporary Studies	3 Free elective	3
Free elective	3 Liberal Arts elective	3
	15	15

Total Credits: 30

Total Credits: 120

## **Minor**

Requirements for a minor in Marketing: Students who are in Schools other than Business may pursue a minor in Marketing. Students must obtain the permission of the School in which they are enrolled. To minor in Marketing a student must complete 15 credits in Marketing including: MKTG 201 Essentials of Marketing, MKTG 307 Consumer Behavior and 3 additional Marketing courses. Students in the School of Business who wish to minor in Marketing must take MKTG 307 Consumer Behavior and 6 approved credits in addition to the core courses required of all students.

## **Requirements for the Business core**

The Marketing program offers a core course required of all Business students. All students are required to take MKTG 201 Essentials of Marketing.