

# 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. Students can complete a general Management major or concentrate either in (a) Talent Management or (b) Behavior and Decision Making.

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, creativity, 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	Talent Management & Acquisition	3
MGMT 314 or MGMT 450 or approved Decision Making Elective		3
9 credits of electives from the following courses:		9
MGMT 305	Managerial Planning and Decision Making	
MGMT 303	Managing Greed and Fear	
MGMT 314	Applied Management Science	
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	
Approved Business or MGMT Elective		
Total Credits		21

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

Students majoring in Management are encouraged to complete a business internship. Students can complete an approved internship experience for academic credit. Free or Business Elective credit may be used to complete MGMT 375 Assimilating the Internship Experience in Management. Interested students must consult with the Assistant Dean for Career Development for guidance on the process of securing an appropriate internship and obtaining the required faculty sponsorship. Faculty supervisors will define appropriate academic activities in parallel to the work requirement in order to provide a complete internship experience. Credit bearing internships must be approved by the Assistant Dean for Career Development, Department Chair, and Dean.

### First Year

Fall	Credits	Spring	Credits
RELS 110 or ENGL 110		3 ENGL 110 or RELS 110	3
ECON 203 or ACCT 201		3 ECON 204 or ACCT 202	3
CIS 110 or PSYC 203		3 PSYC 203 or CIS 110	3
MGMT 201 or MKTG 201		3 MKTG 201 or MGMT 201	3
MATH 153		3 MATH 154	3
		15	15

### Second Year

Fall	Credits	Spring	Credits
ACCT 201 or ECON 203		3 ACCT 202 or ECON 204	3
SCI Elective		3 SCI Elective	3
HIST Elective or LAW 203		3 LAW 203 or HIST Elective	3
PHIL 201 or SOC 201		3 SOC 201 or PHIL 201	3
ENGL 211 or BUAN 227		3 BUAN 227 or ENGL 211	3
		15	15

### Third Year

Fall	Credits	Spring	Credits
Free Elective		3 Free Elective	3
RELS 2xx or ENGL Elective		3 ENGL Elective or RELS 2xx	3
MGMT 315 or 320		3 MGMT 320 or 315	3
MGMT 307 or FIN 301		3 FIN 301 or MGMT 307	3

ECON 305 or MGMT Elective	3 MGMT Elective or ECON 305	3
	15	15
<b>Fourth Year</b>		
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>
Business or MGMT Elective		3 MGMT Elective
MGMT Elective or MGMT 309		3 MGMT 309 or MGMT Elective
MGMT 406 or 430		3 MGMT 430 or 406
RELS 3xx		3 Liberal Arts Elective
Liberal Arts Elective		3 Liberal Arts Elective
	15	15

Total Credits: 120

## Concentrations

The department offers two concentrations within the Management Major. Students are required to declare their concentration and then fulfill the requirements as shown below. A minimum grade of C is necessary to obtain Concentration credit.

### 1. Talent Management

- MGMT 320 Talent Management and Acquisition
- MGMT 463 Contemporary Topics and Issues in HRM

At least one course from the following:

- MGMT 462 Managing a Diverse Workforce
- MGMT 321 Career Management
- MGMT 450 Negotiation and Conflict Management

### 2. Behavior and Decision Making

- MGMT 315 Human Behavior in the Organization

At least two courses from the following:

- MGMT 305 Managerial Planning and Decision Making
- MGMT 303 Managing Fear and Greed
- MGMT 450 Negotiation and Conflict Management
- MGMT 314 Applied Management Science

## 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 Talent Management & Acquisition, and one management elective. A minimum grade of C is necessary to obtain Minor credit.

## 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

## 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

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

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

Students majoring in Marketing are encouraged to complete a business internship. Students can complete an approved internship experience for academic credit. Free or Business Elective credit may be used to complete MKTG 375 Assimilating the Internship Experience in Marketing. Interested students must consult with the Assistant Dean for Career Development for guidance on the process of securing an appropriate internship and obtaining the required faculty sponsorship. Faculty supervisors will define appropriate academic activities in parallel to the work requirement in order to provide a complete internship experience. Credit bearing internships must be approved by the Assistant Dean for Career Development, Department Chair, and Dean.

### First Year

Fall	Credits	Spring	Credits
ECON 203 or ACCT 201		3 ECON 204 or ACCT 202	3
RELS 110 or ENGL 110		3 ENGL 110 or RELS 110	3
PSYC 203 or CIS 110		3 CIS 110 or PSYC 203	3

MGMT 201 or MKTG 201	3 MKTG 201 or MGMT 201	3
MATH 153	3 MATH 154	3
	15	15

**Second Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
ACCT 201 or ECON 203		3 ACCT 202 or ECON 204	3
SCI Elective		3 SCI Elective	3
ENGL 211 or BUAN 227		3 BUAN 227 or ENGL 211	3
PHIL 201 or SOC 201		3 SOC 201 or PHIL 201	3
LAW 203 or HIST Elective		3 HIST Elective or Law 203	3
	15		15

Total Credits: 60

**Third Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
MGMT 307 or FIN 301		3 FIN 301 or MGMT 307	3
ENGL Elective or RELS Catholic Studies		3 RELS Catholic Studies or ENGL Elective	3
MKTG 303 or 307		3 MKTG 307 or 303	3
ECON 305 (or MKTG Elective)		3 MKTG Elective or ECON 305	3
Free Elective		3 Free Elective	3
	15		15

Total Credits: 30

**Fourth Year**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
MKTG 412 or 403		3 MKTG 403 or 412	3
Business elective		3 Business elective	3
MGMT 406 or 430		3 MGMT 430 or 460	3
RELS Global/Contemporary Studies		3 Liberal Arts elective	6
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. A minimum grade of C is necessary to obtain Minor credit.

## **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.