

MKTG465 (3)

International Marketing

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

MKTG500 (2)

Survey of Marketing

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

MKTG540 (3)

Not-for-Profit Marketing

Study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, product development, pricing, advertising, publicity, personal selling and marketing control. Prerequisite: MKTG310.

MKTG680 (3)

Research Methods/Marketing Strategy

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasizes anticipation and reaction to a changing environment through research analysis. Includes the research process from research design to data collection, analysis, and reporting. Prerequisite: MKGT310 and STAT285. *Spring*

Graduate Programs

Faculty

Accounting, Economics, and Finance

Leonard K. Gashugi, *Chair*

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requirements. Other graduate programs in the School of Business may include a limited number of 400-level swing courses.

A maximum of 6 credits in approved courses may be taken off-campus or in another school of the university.

Foundation Courses. Foundation courses provide an introduction to the broad field of Business Administration. Such courses must be completed early in the program of study.

The following courses constitute the foundation for the MBA degree: ACCT121, 122 or 330; BSAD341, 355, 475; ECON225, 226; FNCE317; INFS215; MKTG310, STAT285. Competency in computers is assumed.

MBA Course Work—33

Advanced courses are divided into two groups, required and elective; 21 are in courses required of all students, and 12 are in elective courses. All advanced courses are offered only at the graduate level.

Core Requirements—21

These courses help the student view the business enterprise as an integrated unit operating in a complex economic, political, and social system: ACCT635, BSAD515, 620, 689, ECON525, 530, MKTG680.

Elective courses—12

ACCT586, 615, 630, BSAD530, 531, 532, 535, 545, 560, 638, 670, FNCE526, 680, MKTG540.

Accounting/Finance Emphasis

Many states require candidates to study one year beyond the baccalaureate degree in order to be eligible to take the CPA examination. The School of Business offers a graduate program of studies in business and accounting that culminates in meeting the AICPA requirements and receiving the MBA degree. Undergraduate courses in business and accounting taken at other schools must be equivalent in content and credit hours to be recognized for preparation courses.

The MBA with an accounting emphasis consists of two phases. Phase I includes undergraduate courses that provide a strong foundation in the functional areas of accounting. Most states require CPA examination candidates to complete these courses at the undergraduate level. Phase I courses may be waived if the courses have been completed successfully prior to enrollment in the MBA program.

Phase II has 33 semester credits that help the student view the business enterprise as an integrated unit and emphasize strategic thinking and the development of managerial, finance, and accounting skills. Students may move from Phase I to Phase II, or may enter Phase II directly, depending on course work taken at the undergraduate level.

Phase I: Accounting Foundation courses—24

ACCT321, 322, 330, 365, 455, 456, 465, 476

Phase II: Graduate courses—33

MBA core requirements—21

See list of core requirements above

Accounting/Finance Emphasis—12

Select from ACCT586, 615, 630, FNCE526, 680

Note: MBA foundation courses must be fulfilled for entrance into this emphasis. See above.

Health-Care Management Emphasis

Changing political, sociological, and technological factors in the U.S. and other advanced nations creates new opportunities for skilled administrators to manage various health-care systems in which the cost-efficient delivery of quality services is paramount. By electing 12 credits in advanced-level courses in health-care management, students can tailor the traditional MBA degree to the skills needed for supervisory and executive-level positions in health-care organizations, such as hospitals, clinics, managed-care organizations, specialized centers of health services, and skilled nursing facilities.

MBA Core Requirements—21

See list of core requirements above

Health-Care Management Emphasis—12

BSAD531, 532, 535, 638

Note: MBA foundation courses must be fulfilled for entrance into this emphasis. See above.

Master of Science in Administration (MSA)

The Master of Science in Administration program is designed to prepare students for leadership in various industry-specific settings. The MSA degree is offered in church administration and engineering management.

Church Administration Emphasis

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Students who have not taken the following prerequisite courses must take the course(s) they lack in addition to the 33 graduate credits required for the MSA degree.

Prerequisites

BSAD355, 475; CPTR125 or 151, ECON226, MATH141 or 165 or 182; MKTG310; STAT340

MSA Degree Program—33

Core Requirements—9

BSAD515, ECON530, MKTG680

School of Business electives—6

Select two of the following: ACCT635, BSAD545, 620, 670, FNCE680, INFS428

College of Technology

Core Requirements—9

ENGM565, INDT440, 460

Select three of the following--9

CPTR460, ENGM520, 555, 570, 690; INDT450; TCED456