

MKTG456 (3)

Marketing Research

Focuses on the systematic collection of business and marketing-related data to provide information to decision makers. Emphasis on translating management problems into research questions, developing a research design to address these questions, and analyzing research results with recommendations to management. Prerequisites: STAT285, MKTG310. *Fall*

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)

Marketing for Non-Profit Organizations

The study of marketing concepts and tools for not-for-profit institutions. Topics include marketing research, conducting a marketing audit, communication strategy, publicity, development and philanthropy. A field project and case analyses are required. Prerequisite: MKTG310.

MKTG680 (3)

Marketing Strategy

Survey of the strategic marketing process of analyzing research and market opportunities, selecting target markets, designing marketing strategies and evaluation marketing programs. Emphasis on how marketing managers anticipate and react to a changing environment. Case analyses and a business research paper are required. Prerequisite: MKTG310. *Spring*

Graduate Programs

Faculty

Accounting, Economics, and Finance

Leonard K. Gashugi, *Chair*

Samuel Chuah

Ann M. Gibson

Mary Ann Hofmann

Malcolm B. Russell

Management, Marketing, and Information Systems

Robert C. Schwab, *Chair*

José R. Goris

William Greenley

Ben Maguad

Lauren Strach

Charles Tidwell

Jacquelyn Warwick

Master of Business Administration (MBA)

MISSION

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical thinking, wise judgment, effective communication, integrity in all actions, and recognition of opportunities for service.

MBA PROGRAM

Students who enter the program without prior course work in business must take a two-year (5-semester) MBA degree program. The graduate curriculum in business administration is divided into foundation courses and advanced courses. The foundation courses approximate two semesters of work; advanced courses—a minimum of three semesters. Foundation courses provide study in business fundamentals; advanced courses emphasize the understanding of administrative processes in resolving problems faced by business executives.

All or part of the prescribed foundation program may be waived for students with appropriate undergraduate course work from an accredited institution with acceptable grades, or an acceptable score on a departmentally prepared examination. Waiver examinations for previous course work may be required for courses taken more than five years before entering the MBA program or when the content of previous work is judged insufficient. All waiver exams must be taken during the first semester of enrollment in the MBA program.

Standards of Scholarship. All graduate students are expected to maintain a 3.00 GPA in all graduate courses that apply to the degree requirements.

No grade of D or F (or U) may be used to satisfy degree requirements; however, these grades are included when computing the cumulative GPA and, if they occur in courses normally meeting degree requirements, the degree GPA.

The GMAT is required for regular admission status. The student may not enroll for more than 6 credits of graduate work before the GMAT requirement is met.

Regular admission status must be met no later than the semester before the last semester in which the student expects to enroll.

Only courses numbered above 500 may be used to meet MBA 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.
 PREREQUISITES: Successful completion of the following courses is required for admission to the MBA program: MKTG310, STAT285, and MKTG456.

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.

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

The MSA degree in church administration is for students seeking management roles in church or church-related organizations. Offered jointly by the School of Business and the Theological Seminary, the program blends business management and church management.

Students must take any lacking prerequisite courses in addition to the 33 graduate credits required for the MSA degree.

Prerequisites

BSAD355, MKTG310, STAT285

MSA degree program—33**MSA core—9**

BSAD515, 620, MKTG680

School of Business electives—6

Select two of the following:

ACCT635, BSAD530, 560, 670, FNCE680

MSA Seminary electives—18

Choose at least one course from each cluster.

Cluster #1

CHMN527, 630, 638, 655

Cluster #2

CHMN539, 606, 612, MSSN635

Cluster #3

CHMN529, 545, 643, THST615

Cluster #4

CHMN525, 535, 585, THST634

Cluster #5

CHMN570, 624, COMM475, PREL460

Engineering Management Emphasis

The MSA degree in engineering management is for students who already have a background in engineering or technology and who wish to assume management roles in engineering, manufacturing, or other industrial operations. The program, offered jointly by the School of Business and the College of Technology, blends course work in business management with course work in industrial engineering and engineering management.

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 166 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

Note: If INDT440 and/or INDT460 have been taken to fulfill degree requirements at the undergraduate level, they cannot also be taken at the graduate level to fulfill degree requirements for the MSA in Engineering Management. Please see the degree advisor for appropriate degree substitution.