DEPARTMENT OF MARKETING AND MANAGEMENT INFORMATION SYSTEMS

Department Objectives

- To provide students with high quality undergraduate experiences that will lead to successful completion of Business Administration degrees and appropriate entry level jobs in their chosen careers.
- To provide students with a variety of classroom experiences including lectures, case studies, problem-solving, computer exercises, presentations and role-playing that lead to a thorough understanding of the subject matter. To complement these classroom experiences with learning environments fostering strong student/faculty relationships through advising and mentoring.
- To ensure that students are exposed to both the theory and practice of business by giving them opportunities to apply classroom knowledge to actual situations in the marketplace.
- To develop students' abilities to perceive and analyze problems and opportunities so that they might apply those techniques in finding solutions throughout their professional careers.

College of Business and Technology Graduation Requirements

- All students graduating with a degree from the College of Business and Technology must take at least 50% of their major area credit hour requirements from the College of Business and Technology at the University of Nebraska at Kearney.
- All students graduating with a degree from the College of Business and Technology must take a minimum of 30 of their last 36 hours of credit needed for their degree from the University of Nebraska at Kearney.
- All students graduating with a degree from the College of Business and Technology are required to complete 3 credit hours of designated Experiential Learning (EL) coursework.

Business Administration Major

The Department of Marketing and Management Information Systems offers three emphases in this major:

Business Administration Comprehensive - Bachelor of Science Degree

(Select one Emphasis; two Emphases maximum)


Greg Broekemier, Chair

Professor: Vijay Agrawal, Gregory Broekemier, Srivatsa Seshadri

Associate Professor: Greg Benson, Ngan Chau, Heather Meyer, Allen Taylor

Senior Lecturer: Marsha Yeagley

Marketing (MKT)

MKT 188 – GS Portal 3 credit hours

Students analyze critical issues confronting individuals and society in a global context as they pertain to the discipline in which the Portal course is taught. The Portal is intended to help students succeed in their university education by being mentored in process of thinking critically about important ideas and articulating their own conclusions. Students may take the Portal in any discipline, irrespective of their major or minor. Satisfies the General Studies Portal course requirement. Students may take their Portal course in any discipline. Students who transfer 24 or more hours of General Studies credit to UNK are exempt from taking a portal course.

Total Credits Allowed: 6.00

Prerequisite: First year freshman standing or sophomore standing only.

MKT 280H – Special Topics 1-3 credit hours

Total Credits Allowed: 3.00
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
<td>The course will inform students of the theories, principles, and methods involved in the transaction and organized exchange of goods and services. Discussion of the history and evolution of marketing, its present-day challenges, and strategies connected with developing, pricing, promoting, and distributing goods and/or services. Prerequisite: Sophomore standing</td>
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<tr>
<td>MKT 331</td>
<td>Professional Selling</td>
<td>3</td>
<td>An examination of the role of professional selling as a key component of marketing communications. Various techniques of professional selling and methods for developing long-term relationships with customers are explored, including the use of role-playing. Prerequisite: MKT 300 or MGT 330</td>
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<tr>
<td>MKT 336</td>
<td>Services Marketing</td>
<td>3</td>
<td>This course presents concepts and strategies for addressing the distinctive marketing challenges in service industries, including the tourism, hospitality, banking, healthcare, and professional services. Prerequisite: MKT 300 or permission of instructor</td>
</tr>
<tr>
<td>MKT 388</td>
<td>GS Capstone</td>
<td>3</td>
<td>An interdisciplinary experience where students apply the knowledge, cognitive abilities, and communication skills they have gained from General Studies in designing and completing an original project or paper. Students employ methods and interpretive means of two or more disciplines to integrate knowledge and synthesize their results. Satisfies the General Studies capstone course requirement. Students may take their Capstone course in any discipline. Prerequisite: Junior or senior level standing or within 6 hours of completing general studies requirements.</td>
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<tr>
<td>MKT 395</td>
<td>Field Experiences in Practical Marketing</td>
<td>3</td>
<td>The course offers a series of on-site activities designed to allow the student to experience, analyze and develop a marketing plan for an organization in a major market area. Primary and secondary data research emphasizing marketing functions, business interactions, sociocultural relationships and global impact will be utilized. Prerequisite: MKT 300 or permission of instructor</td>
</tr>
<tr>
<td>MKT 420</td>
<td>Retail Management</td>
<td>3</td>
<td>A study of retail institutions and the basic principles and methods of retail merchandising, buying, and selling; store location, layout and operation; store and personnel management. Prerequisite: MKT 300 or permission of instructor</td>
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<tr>
<td>MKT 430</td>
<td>International Marketing</td>
<td>3</td>
<td>A comprehensive overview of existing international marketing systems, history and development. Prerequisite: MKT 300 or MGT 330</td>
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<tr>
<td>MKT 433</td>
<td>Marketing Channels Management</td>
<td>3</td>
<td>How to design, organize and control the alliances among the institutions, agencies, and within a company unit involved with the process of making certain that products and services are available for consumption by industrial, commercial, and household end users. Prerequisite: MKT 300 or permission of instructor</td>
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<tr>
<td>MKT 434</td>
<td>Business-to-Business Marketing</td>
<td>3</td>
<td>Marketing in the business-to-business environment including trade, institutional, service, agribusiness, and governments; study of purchasing and buyer behavior in organizations; determination of business-to-business marketing strategies as well as e-business strategies. Prerequisite: MKT 300</td>
</tr>
<tr>
<td>MKT 435</td>
<td>Marketing Research</td>
<td>3</td>
<td>Structuring research procedures to aid managerial decision making. Emphasis is on development and completion of a marketing research project. Prerequisite: MKT 300 and MGT 233 or STAT 241</td>
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<tr>
<td>MKT 437</td>
<td>Sales Management</td>
<td>3</td>
<td>The concepts and practices of an established body of management knowledge used to cope with the dynamic business environment of both direct and telemarketing sales; job descriptions and qualifications, recruiting, training, determining sales potential, establishing workloads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people. Prerequisite: MKT 300 or MKT 331 or permission of instructor</td>
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<tr>
<td>MKT 438</td>
<td>Consumer Behavior</td>
<td>3</td>
<td>A detailed and in-depth analysis of why and how people buy, based upon an understanding of the nature of consumer behavior on both the micro and macro level; includes the effects of internal and external influences on decision making. Prerequisite: MKT 300 and junior standing or permission of instructor</td>
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<tr>
<td>MKT 440</td>
<td>Advertising Management</td>
<td>3</td>
<td>A study of advertising as a marketing function with emphasis on planning and implementing the advertising campaign, creating copy and layouts, media selection, and scheduling. Prerequisite: MKT 300 or permission of instructor</td>
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<tr>
<td>MKT 444</td>
<td>Person Marketing</td>
<td>3</td>
<td>Students will gain the skills to market individuals, i.e., how to take the unique product—a specific person to the marketplace. Students will learn to create SWOT analysis for the person they are marketing using creative problem-solving skills. Students will develop a marketing plan to market themselves. Prerequisite: Senior standing or permission of instructor</td>
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<tr>
<td>MKT 450</td>
<td>Pharmaceutical Marketing</td>
<td>3</td>
<td>Students will gain the skills to market pharmaceuticals, i.e. how to take product science to the marketplace. Student’s analytical, creative, problem-solving decision skills will be enhanced to improve success of product in the marketplace. Students will work on project conducting a market analysis, including a competitor assessment, and a marketing plan for an assigned pharmaceutical drug. Prerequisite: Senior standing or permission of instructor</td>
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<tr>
<td>MKT 456</td>
<td>Marketing Management</td>
<td>3</td>
<td>A capstone marketing course covering market analysis, marketing plan development, execution and control, integrates and builds upon previous specialized marketing courses. Prerequisite: MKT 435 and MKT 438</td>
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<tr>
<td>MKT 457</td>
<td>E-Marketing</td>
<td>3</td>
<td>The pragmatic and theoretical aspects of E-marketing, including E-mail orders and direct response advertising, reusability and accountability, E-mail lists and data, plus the integration of E-marketing programs into total marketing efforts and into overall organization goals and functions. Prerequisite: Passing score on Business Computer Proficiency Exam</td>
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<tr>
<td>MKT 460</td>
<td>Strategic Product Management</td>
<td>3</td>
<td>To develop an awareness and understanding of the issues, tools and techniques used from inception to launch of a product. Prerequisite: MKT 300 or permission of instructor</td>
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MKT 474 – International Experiential Learning: Marketing  1-3 credit hours
To work in one or more multi-cultural, international business environment, outside of their native country and the United States, through first-hand experiences outside the classroom that require significant cross-cultural business-related immersion, such as visiting and engaging with businesses abroad or in the multinational organizations within the US.
Department Consent Required
Total Credits Allowed: 3.00
Prerequisite: MKT 430 or MGT 330 or ECON 430 and junior or senior standing and permission of instructor

MKT 475 – Marketing Internship  1-15 credit hours
A work experience program planned for students preparing for employment in business and industry. Internships above three credit hours need marketing advisor approval.
Total Credits Allowed: 15.00
Prerequisite: Minimum GPA 2.5 and MKT 300

MKT 498 – Marketing Topics  3 credit hours
Selected topics and problems of current interest considered in depth. Class discussion and course projects. Topics vary each semester depending upon instructor.
Department Consent Required

MKT 499 – Special Problems in Business  1-3 credit hours
Independent investigations of business problems. Topics to be investigated may be tailored to meet the needs of the student. A case study course designed (1) to integrate the knowledge acquired in other courses in business administration, and 2) to emphasize analysis and decision-making.
Department Consent Required
Total Credits Allowed: 3.00

Management Information Systems (MIS)

MIS 182 – Software Productivity Tools  3 credit hours
This lab course addresses competency and applications of computer skills. Software covered includes: operating systems and environments, word processing, spreadsheets, databases, Web pages.

MIS 188 – GS Portal  3 credit hours
Students analyze critical issues confronting individuals and society in a global context as they pertain to the discipline in which the Portal course is taught. The Portal is intended to help students succeed in their university education by being mentored in process of thinking critically about important ideas and articulating their own conclusions. Students may take the Portal in any discipline, irrespective of their major or minor. Satisfies the General Studies Portal course requirement. Students may take their Portal course in any discipline. Students who transfer 24 or more hours of General Studies credit to UNK are exempt from taking a portal course.
Total Credits Allowed: 6.00
Prerequisite: First year freshman standing or sophomore standing only.

MIS 190 – IT Enabled Math for Decision Making  3 credit hours
This course is designed to cover fundamental IT enabled mathematical operations and their application to business problems. Some areas to be covered include: systems of equations and inequalities; sequences, inductions, and the binomial theorem; counting and probability; basic statistics; simulation; data tables and what-if analysis; and enhancing decision-making using Solver.
Prerequisite: MATH 102 and either MIS 182 or passing score on Computer Proficiency Test

MIS 280H – Special Topics-Honors  1-3 credit hours
Total Credits Allowed: 3.00

MIS 282 – Business Intelligence using Databases  3 credit hours
Data Analytics uses real-time processing of sentiment, buzz, social networks, context and/or other data of interest to improve performance and impact. This course gives an overview of how business intelligence leverages data analytics to enable more informed decisions and to influence others. Students learn how to develop, explore, and answer their own questions using analytical processes to examine big datasets.
Prerequisite: Passing score on Business Computer Proficiency Exam or MIS 182

MIS 302 – Principles of Management Information Systems  3 credit hours
The course provides an introduction and overview to the field of management of information systems (MIS). This course is designed to familiarize students with the critical roles of information and information systems in support of organizational operations, decision-making processes, quality management, and strategic activities. It also covers management of information systems functions and professionals, as well as relevant global, ethical, societal and legal/regulatory issues. Focus is placed on the impact of rapidly changing technologies, such as the Internet, on organizations leading to new paradigms, like e-commerce and business-to-business applications, and the subsequent reengineering of organizations.
Prerequisite: Enrollment in MIS 302 is not allowed if CSIT 350 has been completed.

MIS 350 – Intermediate Business Intelligence through Data Mining  3 credit hours
Study of how business intelligence is extracted through data mining and used to support business functional activities. This course is designed to familiarize students with the critical role of data warehousing and data mining to organizational decision making process.
Prerequisite: MIS 302 or CSIT 350 and junior standing

MIS 380 – Web Software/Network Architecture  3 credit hours
This course presents a functional, systems-level review of network computing equipment and the organization of components and devices into architectural configurations. The result should be an in-depth student understanding of how computer systems are configured in network environments. Students learn the principles of system/web-based software and build an understanding of combinations of data, network, and system/web-based software within architectural design.
Prerequisite: MIS 282 and MIS 302

MIS 381 – Systems Analysis and Design I  3 credit hours
System development using the life cycle, rapid application development, prototyping, and software testing. This course is coupled with MIS 481.
Prerequisite: MIS 380 Enrollment not allowed in MIS 381 if CSIT 380 has been completed
MIS 388 – GS Capstone  
3 credit hours
An interdisciplinary experience where students apply the knowledge, cognitive abilities, and communication skills they have gained from General Studies in designing and completing an original project or paper. Students employ methods and interpretive means of two or more disciplines to integrate knowledge and synthesize their results. Satisfies the General Studies capstone course requirement. Must be approved by Department Chair. This course may be repeated to a maximum of 6 credits.
Total Credits Allowed: 18.00

MIS 410 – Advanced Business Intelligence using Neural Networks and Advanced Data Mining  
3 credit hours
This course provides an understanding of advanced techniques to extract business intelligence. Neural networks and data mining tools are covered extensively.
Prerequisite: MIS 350

MIS 421 – Business Process Redesign and ERP Systems  
3 credit hours
This course provides an understanding of business processes and usage of various methods and computerized tools to redesign these processes. The redesigned processes will assist organizations in providing cost-effective quality products and services to consumers. Further, this course provides an overview of the Enterprise Resource Planning (ERP) Systems which are widely used by corporations for automation of their processes.
Prerequisite: Junior standing

MIS 430 – Knowledge Management and Expert System  
3 credit hours
This course provides a set of practical and powerful tools to ensure the understanding of knowledge management systems and expert systems. The exposure to computerized tools facilitates development of expert systems.
Prerequisite: MIS 350

MIS 440 – Systems Audit  
3 credit hours
This course provides an understanding of many types of audit needs, such as organizational IT audits (management control over IT), technical IT audits (infrastructure, data centers, data communication), application IT audit (business, financial, operational), development/implementation IT audits (specification/requirements, design, development, and post development phases), and compliance IT audits involving national and international standards.
Prerequisite: Senior standing

MIS 450 – Software Quality Assurance  
3 credit hours
The software industry has witnessed recently a dramatic rise in the impact and effectiveness of software quality assurance (SQA). SQA has become integrated into all phases of software development. This course provides an overview of various concepts/techniques such as inspection, Pareto principles, software configuration management, capability maturity models, statistical testing methods, software reliability, and software safety. It also distinguishes the variations in SQA applications for mission-critical software and commercial software.
Prerequisite: MIS 381 or CSIT 380

MIS 475 – Management Information Systems Internship  
1-15 credit hours
A work experience program planned for students preparing for employment in business and industry. The learning situation is supervised by the academic department and personnel of selected industries. Work experience approved by the department.
Total Credits Allowed: 15.00
Prerequisite: Minimum GPA of 2.50 and MIS 302

MIS 481 – Systems Analysis and Design II  
3 credit hours
This course is a continuation of MIS 381. Students use several software packages as they work through the steps of the system development life cycle with business cases.
Prerequisite: MIS 381

MIS 485 – Information Systems Strategy and Management  
3 credit hours
The course provides a set of practical and powerful tools to ensure the understanding of strategic, tactical, and operational responsibilities of the chief information officer (CIO). The strategic responsibilities include the strategic alignment among information technology and business functions of the organizations. MIS 380 is recommended.
Prerequisite: Junior standing

MIS 488 – GS Portal  
3 credit hours
Students analyze critical issues confronting individuals and society in a global context as they pertain to the discipline in which the Portal course is taught. The Portal is intended to help students succeed in their university education by being mentored in process of thinking critically about important ideas and articulating their own conclusions. Students may take the Portal in any discipline, irrespective of their major or minor. Satisfies the General Studies Portal course requirement. Students may take their Portal course in any discipline. Students who transfer 24 or more hours of General Studies credit to UNK are exempt from taking a portal course.
Total Credits Allowed: 6.00
Prerequisite: First year freshman standing or sophomore standing only.

Supply Chain Management (SCM)

SCM 188 – GS Portal  
3 credit hours
Students analyze critical issues confronting individuals and society in a global context as they pertain to the discipline in which the Portal course is taught. The Portal is intended to help students succeed in their university education by being mentored in process of thinking critically about important ideas and articulating their own conclusions. Students may take the Portal in any discipline, irrespective of their major or minor. Satisfies the General Studies Portal course requirement. Students may take their Portal course in any discipline. Students who transfer 24 or more hours of General Studies credit to UNK are exempt from taking a portal course.
Total Credits Allowed: 6.00
Prerequisite: First year freshman standing or sophomore standing only.
SCM 304 – Negotiation Fundamentals, Strategies & Tactics  3 credit hours
This introductory course will explore the fundamental negotiation concepts, practices, and strategies used by supply chain professionals. Concepts will be presented in a manner that involves students directly so they can develop a better understanding of the different types of strategies and tactics used during a negotiation. In addition to traditional power negotiation tactics, students will learn how principled negotiation skills can enhance their ability to resolve issues requiring negotiations both in an effective manner and with integrity.
Prerequisite: Sophomore standing

SCM 317 – Principles of Supply Chain Management  3 credit hours
The theories, principles and methods involved in supply chain management with emphasis on creating customer value. Discussion of present day issues and policies related to establishing competitive strategies, market development, brand loyalty, collaborative innovation, and new product launches.
Prerequisite: Sophomore standing

SCM 402 – Materials Management and Procurement  3 credit hours
This course presents the basic principles in purchasing and outsourcing and their management as a critical subsystem within an organization. Topics will include purchasing policy and procedures, purchasing strategies, value analysis, materials planning, make-or-buy decisions, vendor management, principles of inventory management, in a wide range of sectors such as wholesalers, retailers, dealerships, manufacturers, government and other service providers in both technical and non-technical industries
Prerequisite: Junior standing

SCM 403 – Logistics and Transportation  3 credit hours
Logistics can be defined as the management of goods, services and information flows from the original source of raw materials to the final consumer in a manner which produces customer satisfaction and value. This course will cover many aspects of business logistics including supply chain management, demand management, customer service, transportation, inventory management, warehousing, global logistics and information flow.
Prerequisite: Junior standing

SCM 456 – Supply Chain Management Senior Seminar  3 credit hours
The capstone is specifically designed for students who are about to begin an SCM related career. By examining real-world SCM issues, students will develop and apply those skills required for success in supply chain management related careers. This course is project-intensive, group-oriented, highly participative, and comprehensive.
Prerequisite: SCM 476 and senior standing or permission

SCM 476 – Supply Chain Management Internship  1-9 credit hours
A work experience program planned for students preparing for employment in the field of supply chain management. The learning situation is organized and supervised cooperatively by the academic department and the personnel of approved business partners. Work experience is approved and evaluated by the department.
Department Consent Required
Total Credits Allowed: 9.00
Prerequisite: Junior standing and SCM 317 and approval of instructor