

# DEPARTMENT OF BUSINESS ADMINISTRATION

## College of Business and Technology

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## Master of Business Administration

Business Administration (<http://catalog.unk.edu/graduate/departments/business-administration-programs/business-administration-mba/>) - Master of Business Administration Degree

### Accounting (ACCT)

#### ACCT 801 – Financial Accounting and Corporate Finance 3 credit hours

This is a preparatory course for students coming in with a non-business undergraduate degree, introducing them to the fundamentals and functions of corporate accounting and financial statements. The course does NOT count toward MBA credits.

#### ACCT 803 – Independent Study of Accounting 1-3 credit hours

The focus of this course is an independent investigation into a topic in Accounting selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Accounting. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 6.00

Prerequisite: 6 Hours of ACCT 800 level classes.

#### ACCT 812 – Employment Law 3 credit hours

A study of the law governing the employment relationship. Topics covered include employment discrimination (race, gender, sexual harassment, pregnancy, national origin, age, disability), affirmative action, hiring, testing and promotion practices and procedures, employee privacy, OSHA, ERISA, Fair Labor Standards Act, employment at will, wrongful discharge, and current topics in the field of employment law.

#### ACCT 812P – Employment Law 3 credit hours

A study of the law governing the employment relationship. Topics covered include employment discrimination (race, gender, sexual harassment, pregnancy, national origin, age, disability), affirmative action, hiring, testing and promotion practices and procedures, employee privacy, OSHA, ERISA, Fair Labor Standards Act, employment at will, wrongful discharge, and current topics in the field of employment law.

#### ACCT 813P – Entrepreneurial Law 3 credit hours

A study of the legal issues faced by entrepreneurs and new ventures including choosing a business entity, franchising, contracts and non-compete agreements, leases, e-commerce, intellectual property, operational liabilities and insurance, and going public.

#### ACCT 851 – Tax Accounting 3 credit hours

Background of income tax law and acquaintanceship with individual income tax law, regulations and filing procedures for individuals. Prerequisite: ACCT 251

#### ACCT 851P – Tax Accounting 3 credit hours

Background of income tax law and acquaintanceship with individual income tax law, regulations and filing procedures for individuals. Prerequisite: ACCT 251

#### ACCT 852 – Advanced Tax Accounting 3 credit hours

Taxation of partnerships, corporations, and advanced topics in individual income taxation. Prerequisite: ACCT 451 or ACCT 851 or ACCT 851

#### ACCT 852P – Advanced Tax Accounting 3 credit hours

Taxation of partnerships, corporations, and advanced topics in individual income taxation. Prerequisite: ACCT 451 or ACCT 851 or ACCT 851P

#### ACCT 853 – Advanced Accounting I 3 credit hours

Special accounting topics relating primarily to the preparation of consolidated financial statements for accounting entities in a parent subsidiary relationship. Other topics include branch accounting, interim reporting and segmental data, and the Securities and Exchange Commission. ACCT 351\* is a recommended prerequisite. Prerequisite: ACCT 350

#### ACCT 853P – Advanced Accounting I 3 credit hours

Special accounting topics relating primarily to the preparation of consolidated financial statements for accounting entities in a parent subsidiary relationship. Other topics include branch accounting, interim reporting and segmental data, and the Securities and Exchange Commission. ACCT 351\* is a recommended prerequisite. Prerequisite: ACCT 350

#### ACCT 858 – Accounting and Management Decision Making 3 credit hours

This course focuses on analysis of internal accounting information for the use of the manager in decision making, planning, performance management, and control in an organization. Specific topics include activity-based costing, cost estimation, budgeting, cost-volume-profit analysis, relevant costing, cost planning for the product life cycle, cost and sales variance analysis, and performance measurement. Prerequisite: ACCT 801 or ACCT 250 or equivalent.

#### ACCT 860 – Financial Reporting and Analysis 3 credit hours

This course focuses on analysis of financial accounting information relevant to investors, creditors, and other users of financial statements. It expands student understanding of financial reporting concepts and then examines how financial reports are used in business valuation, credit risk assessment, and contracting. Prerequisite: ACCT 351 and ACCT 470

#### ACCT 865 – Governmental/Non-Profit Accounting 3 credit hours

Accounting and financial reporting for local governments, colleges, and universities, health care organizations, voluntary health and welfare organizations, and certain other nonprofit organizations. Prerequisite: ACCT 351

#### ACCT 865P – Government/Non-Profit Accounting 3 credit hours

Accounting and financial reporting for local governments, colleges, and universities, health care organizations, voluntary health and welfare organizations, and certain other nonprofit organizations. Prerequisite: ACCT 350

#### ACCT 870 – Auditing 3 credit hours

Duties and responsibilities of auditors, how to conduct audits, preparation of audit reports and special auditing problems. ACCT 351\* is a recommended prerequisite. Prerequisite: ACCT 350

**ACCT 870P – Auditing 3 credit hours**

Duties and responsibilities of auditors, how to conduct audits, preparation of audit reports and special auditing problems. ACCT 351\* is a recommended prerequisite.

Prerequisite: ACCT 350

**ACCT 871 – Advanced Auditing 3 credit hours**

The practical application of auditing standards and procedures, and procedures in examining financial statements and verifying underlying data. A practice set is required.

Prerequisite: ACCT 470 or ACCT 870 or ACCT 870P

**ACCT 871P – Advanced Auditing 3 credit hours**

The practical application of auditing standards and procedures, and procedures in examining financial statements and verifying underlying data. A practice set is required.

Prerequisite: ACCT 470 or ACCT 870 or ACCT 870P

**ACCT 875 – Accounting Internship 1-3 credit hours**

Professional experience and development of the student in a managerial capacity in the area of Accounting in a for-profit or non-profit organization or a government agency. The internship is an opportunity for the student to integrate what has been learned during program coursework in an applied setting. Objectives, content, duration, expected outcomes and credit hours of internship will be determined by the MBA Director (or the Chair of the Accounting & Finance Department) and the Internship Director. 1 credit hour = 100 clock hours logged within the setting.

**ACCT 891P – Advanced Accounting Information Systems 3 credit hours**

This course provides an in-depth analysis of accounting information systems, including the flow of data from source documents through the accounting cycle into reports for decision makers. Special emphasis is placed on the analysis and design of accounting systems, internal controls, as well as applications in financial planning, controlling, and reporting.

Prerequisite: ACCT 391

**ACCT 899 – Accounting Topics 3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Accounting which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study fresh Accounting topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering. Open to students in Accounting track only.

Prerequisite: ACCT 351 and Accounting track

**Business Administration (BSAD)**

The P designation indicates an undergraduate equivalent.

**BSAD 895 – Integrative Capstone Experience 3 credit hours**

This is a required experiential capstone graduate-level project in the MBA program that entails integrating business and organizational principles, concepts, and theories from multiple functional areas. Students will acquire advanced skills in assessing a significant and substantial business problem, gauging the data requirements, collecting information, applying the principles, concepts, and theories from various disciplines in the program, and developing a feasible solution. This multi-modal, hands-on practicum involves the application of the skills, methods, knowledge, and competencies acquired in the MBA program to solve a complex business problem. Students are given the choice of (1) developing a business plan or (2) conducting an organizational audit of an existing organization. Generally, a 3-credit hour course in a Graduate program requires about 150 hours of student work.

Total Credits Allowed: 9.00

Prerequisite: ACCT 858 or ACCT 860 AND FIN 809 and MGT 890 and MKT 856 and MGT 892.

**Economics (ECON)**

The P designation indicates an undergraduate equivalent.

**ECON 803 – Independent Study of Economics 1-3 credit hours**

The focus of this course is an independent investigation into a topic in Economics selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Economics. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 3.00

Prerequisite: ECON 850

**ECON 830 – International Economics 3 credit hours**

This course is directed toward an introduction to the international economy, the theory of international trade, balance of payments, economic growth, financial and commercial policy.

Prerequisite: ECON 100 or ECON 270 or ECON 271 and graduate standing

**ECON 830P – International Economics 3 credit hours**

This course is directed toward an introduction to the international economy, the theory of international trade, balance of payments, economic growth, financial and commercial policy.

Prerequisite: ECON 100 or ECON 270 or ECON 271 and graduate standing

**ECON 845 – Industrial Organization 3 credit hours**

This course is concerned with the behavior of firms and the resulting effects on market outcomes and welfare. As such it analyzes firm behavior and market structure within a single industry and discusses the challenges associated with regulation/deregulation of industries and the implementation of antitrust policy.

Prerequisite: ECON 271 and graduate standing

**ECON 845P – Industrial Organization 3 credit hours**

This course is concerned with the behavior of firms and the resulting effects on market outcomes and welfare. As such it analyzes firm behavior and market structure within a single industry and discusses the challenges associated with regulation/deregulation of industries and the implementation of antitrust policy.

Prerequisite: ECON 271 and graduate standing

**ECON 850 – Managerial Economics 3 credit hours**

Extension of economic analysis to meet the need for greater precision in the management of the business enterprise. Draws upon economic analysis for such concepts as cost, demand, profit and competition. Attempts to bridge the gap between pure analytical problems and policies that management faces. Offers powerful tools and approaches for managerial policy making.

Prerequisite: Graduate standing and 3 hours of ECON

**ECON 865 – Economics of Transportation 3 credit hours**

This course is concerned with the nature, role and regulation of transportation, and current economic, legal and policy problems in the field of transportation.

Prerequisite: ECON 271 and graduate standing

**ECON 865P – Economics of Transportation 3 credit hours**

This course is concerned with the nature, role and regulation of transportation, and current economic, legal and policy problems in the field of transportation.

Prerequisite: ECON 271 and graduate standing

**ECON 899P – Special Topics in Economics 1-3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Economics which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study fresh Economics topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Total Credits Allowed: 3.00

Prerequisite: ECON 850

## Finance (FIN)

The P designation indicates an undergraduate equivalent.

**FIN 803 – Independent Study of Finance 1-3 credit hours**

The focus of this course is an independent investigation into a topic in Finance selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Finance. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 6.00

Prerequisite: FIN 809

**FIN 809 – Financial Administration 3 credit hours**

The in-depth study of financial management concepts with an emphasis on the practical application of financial theories.

Prerequisite: ACCT 858 and ACCT 801 or FIN 308 or equivalent

**FIN 876 – Short-Term Financial Management 3 credit hours**

The purpose of this course is to familiarize students with the principles and techniques of working capital analysis and management. Topics include inventory, accounts receivable and cash systems management, credit and collection systems, and payables and short-term financing analysis and management.

Prerequisite: FIN 308 or ACCT 801 or equivalent

**FIN 876P – Short-Term Financial Management 3 credit hours**

The purpose of this course is to familiarize students with the principles and techniques of working capital analysis and management. Topics include inventory, accounts receivable and cash systems management, credit and collection systems, and payables and short-term financing analysis and management.

Prerequisite: FIN 308 or ACCT 801 or equivalent

**FIN 880 – Investments 3 credit hours**

Theory and analysis of investment vehicles including stocks, bonds and money market investments. Analysis of portfolio construction.

Prerequisite: FIN 308 and ACCT 801 or equivalent

**FIN 880P – Investments 3 credit hours**

Theory and analysis of investment vehicles including stocks, bonds and money market investments. Analysis of portfolio construction.

Prerequisite: FIN 308 or ACCT 801 or equivalent

**FIN 882 – Case Studies in Financial Management 3 credit hours**

Financial analysis and decision-making using advanced case studies of business and some specialized organizations.

Prerequisite: FIN 408 and FIN 476 and FIN 880 or FIN 880P

**FIN 882P – Case Studies-Financial Management 3 credit hours**

Financial analysis and decision-making using advanced case studies of business and some specialized organizations.

Prerequisite: FIN 408 and FIN 476 and FIN 880 or 880P

**FIN 899 – Finance Topics 3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Finance which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study fresh Finance topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Prerequisite: FIN 809

## Management (MGT)

The P designation indicates an undergraduate equivalent.

**MGT 800 – Entrepreneurship 3 credit hours**

This course explores the phenomena of entrepreneurship, including the myths, realities, and impact of entrepreneurial activity. Students assess their own entrepreneurial aptitude and interests, meet a variety of entrepreneurs, and investigate the processes of generating promising ideas, evaluating the viability of those ideas, finding capital, considering franchise opportunities, and developing a new venture management team. The class is project oriented with each student participating in the development of a feasibility plan for a new venture.

**MGT 800P – Entrepreneurship 3 credit hours**

This course explores the phenomena of entrepreneurship, including the myths, realities, and impact of entrepreneurial activity. Students assess their own entrepreneurial aptitude and interests, meet a variety of entrepreneurs, and investigate the processes of generating promising ideas, evaluating the viability of those ideas, finding capital, considering franchise opportunities, and developing a new venture management team. The class is project oriented with each student participating in the development of a feasibility plan for a new venture.

**MGT 801P – Small Business Management 3 credit hours**

This course focuses on the operation of small business and the small business environment. This course deals with the topics related to personnel, government regulations of small business, advertising, sales promotion, accounting, finance, forecasting, family ownership and other management related problems.

**MGT 803 – Independent Study of Management 1-3 credit hours**

The focus of this course is an independent investigation into a Management topic selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Management. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 3.00

Prerequisite: MGT 814 or MGT 890

**MGT 809P – Leadership: Skills, Applications, Research 3 credit hours**

This course is designed to give students preparing for careers in business, government, and the nonprofit sector a working knowledge of leadership styles, principles, models, and practical applications. Students will learn to engage critically in analytical and intellectual examination and reflection of certain core issues in the practice of leadership. Topics covered include history of leadership, leadership traits and behaviors, motivation and communication patterns, teamwork, use of power, development of trust, effective group facilitation, negotiation and persuasion, effective change, and ethics.

**MGT 810 – Compensation Management 3 credit hours**

A study of the basic forms of financial compensation, including benefits packages. Principles of internal, external, and individual equity as determined by job evaluation, salary surveys, and performance evaluation comprise the core of this course. Suggested prerequisite: BMGT 380.

**MGT 810P – Compensation Management 3 credit hours**

A study of the basic forms of financial compensation, including benefits packages. Principles of internal, external, and individual equity as determined by job evaluation, salary surveys, and performance evaluation comprise the core of this course. Suggested prerequisite: MGT 380.

**MGT 811 – Labor Relations 3 credit hours**

A study of labor-management relations as defined by negotiated labor contracts. Topics include history of the labor movement, union structure and function, the negotiation process, and issues in labor relations.

**MGT 811P – Labor Relations 3 credit hours**

A study of labor-management relations as defined by negotiated labor contracts. Topics include history of the labor movement, union structure and function, the negotiation process, and issues in labor relations.

**MGT 814 – Operations Management 3 credit hours**

This course explores the transformation of materials, land, labor and capital into goods and services. Quantitative Management Systems are applied to the manufacturing process.

Prerequisite: MGT 233 or equivalent

**MGT 815P – Quality Management Concepts & Practice 3 credit hours**

Overview of the concepts and techniques of quality management, including statistical tools, people element of quality management, and philosophies and practices of six sigma. Students are expected to be computer literate.

Prerequisite: MGT 314 or permission

**MGT 820 – Managerial Communications 3 credit hours**

Application of principles of communication to the managerial setting. The course investigates the influence of organizational climate, manager's style and use of motivation in the communication process.

**MGT 825 – Decision Science 3 credit hours**

Recent developments relating to business application of linear programming, simplex method, transportation method, post optimality analysis, game theory, utility theory, PERT-CPM, queuing theory, dynamics programming, Markov chains, Decision tree analysis, time series analysis and forecasting.

Prerequisite: MATH 115 or MATH 123

**MGT 840P – Health Care Management I - Managing People Effectively 3 credit hours**

Health care managers are responsible for getting things done through other people. This course focuses on giving students the tools (theory and practice) to become an effective manager in health care settings. Topics include leadership, ethics, staffing, teamwork, communication, performance management, and effectively managing change in health care organizations.

**MGT 841P – Health Care Management II - Managing Processes Effectively 3 credit hours**

Health care managers are responsible for effectively coordinating, planning, and managing business processes. These processes include scheduling, waiting line assessment, quality, budgeting, financial planning and forecasting.

**MGT 845 – Cultural Responsiveness: Building Clinical and Institutional Trust 2 credit hours**

Current and future health care providers will analyze the critical issues of cultural responsiveness and building trust when treating patients from different backgrounds. Students will be mentored in writing a case report that critically assesses cultural responsiveness in the case of an individual patient.

**MGT 850P – Population Health Management: Systems and Policies 3 credit hours**

This course is for health sciences students and students interested in health care management. Students will critically evaluate current changes in health care policies in the United States and other countries and the effect of such changes on the quality of patient care. After completing this course, students will better understand the functions of different private and public health care agencies and organizations.

**MGT 860P – Human Resource Information Systems: People Analytics and Talent Management 3 credit hours**

This course is a study of the management of human resources through human resource information systems (HRIS). The primary topics of people analytics and talent management are used to provide a strategic context of HR functions commonly managed through HRIS. Using these topics, students work in an HRIS system to learn the processes of inputting, organizing, and analyzing workforce data. The amount of data generated by employees has exploded, including such diverse sources as GPS data on delivery vehicles, employee engagement scores on pulse surveys, employee badge in and out data, video meeting participation, and "data exhaust" on e-mail and collaborative platforms (e.g., Slack). The systems for managing these data have become more sophisticated and widespread, including both home grown solutions and vendor platforms that can collect data, connect it across platforms, and populate dashboards for both human resources and management. Despite these advances, the field of people analytics still has a lot of room to explore its potential. There is tremendous value locked up in the volume of data organizations are collecting if they could develop the structures and capabilities to mine it.

Additional Course Fee Required

**MGT 875 – Management Internship 1-3 credit hours**

Professional experience and development of the student in a managerial capacity. The internship is an opportunity for the student to integrate what has been learned during program coursework in an applied setting. Objectives, content, duration, expected outcomes and credit hours of the internship will be determined by the MBA Director (or Chair of the Management Department) and the Internship Director. One credit hour = 100 clock hours logged within the setting.

**MGT 880 – Human Resource Management 3 credit hours**

This course is designed as an introduction to such fundamental human resource management areas as job analysis, staffing and selection, training and development, performance appraisal, employee relations, compensation, labor relations, and international HR. The strategic implications of HR will be explored with integrated applications for all managers. The focus of the course will be both conceptual and applied, including discussions of current issues and controversies confronting the field.

**MGT 885 – Seminar in Human Resource Management 3 credit hours**

Provides the student with an opportunity to study and research current issues in human resource management; course stresses an informal setting and open communications approach.

Prerequisite: MGT 380 or MGT 880

**MGT 885P – Sem Human Res Mgt 3 credit hours**

Provides the student with an opportunity to study and research current issues in human resource management; course stresses an informal setting and open communications approach.

Prerequisite: MGT 380 or MGT 880

**MGT 889 – Business Consultanship 3 credit hours**

Consent of the Department Chair is required. This course affords the student an opportunity to serve in a consultant capacity for an area business. In-depth business analysis is conducted by the student, and specific recommendations are reported to the management of the firm.

**MGT 889P – Business Consultanship 3 credit hours**

Consent of the Department Chair is required. This course affords the student an opportunity to serve in a consultant capacity for an area business. In-depth business analysis is conducted by the student, and specific recommendations are reported to the management of the firm. Department Consent Required

**MGT 890 – Leadership & Organizational Behavior 3 credit hours**

Focuses on leadership and human behavior in organizations, with emphasis on how group dynamics, decision making, team building, culture, and conflict impact individual and organizational performance.

**MGT 891 – Seminar in Organizational Behavior 3 credit hours**

This course explores current issues in organizational behavior. Students research, analyze, and discuss issues in order to develop a futuristic philosophy of organizational management.

Prerequisite: MGT 890

**MGT 892 – Strategic Analysis & Decision Making 3 credit hours**

A course designed to integrate the knowledge acquired in other courses in business administration and to emphasize strategic analysis and decision making. This course is to be taken after 9 hours of MBA core courses are completed.

Department Consent Required

**MGT 893 – Social Responsibility of Business - Issues & Ethics 3 credit hours**

A study of the societal challenge of business; how business and society interface; the micro and macro publics of business; ecology, consumerism, and technology as societal problems; the ethics of business.

**MGT 893P – Soc Res/Iss & Ethics 3 credit hours****MGT 899 – Management Topics 3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Management which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study contemporary Management topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Prerequisite: MGT 890 or MGT 814

**MGT 899P – Management Topics 3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Management which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study contemporary Management topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Prerequisite: MGT 890 or MGT 814

## Marketing (MKT)

The P designation indicates an undergraduate equivalent.

**MKT 803 – Independent Study of Marketing 1-3 credit hours**

The focus of this course is an independent investigation into a Marketing topic selected by the student. Students work individually with an appropriate faculty mentor in selecting and developing a project or research study of particular interest and significance to them in the field of Marketing. Permission of the MBA director is required for the independent study to count toward the MBA program course requirements.

Total Credits Allowed: 3.00

Prerequisite: 3 hours of 800 level Marketing courses

**MKT 830 – International Marketing 3 credit hours**

A comprehensive overview of existing international marketing systems, history and development.

Prerequisite: MKT 300 or equivalent

**MKT 830P – International Marketing 3 credit hours**

A comprehensive overview of existing international marketing systems, history and development.

Prerequisite: MKT 300 or equivalent

**MKT 833 – Marketing Channels Management 3 credit hours**

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

**MKT 833P – Marketing Channels Management 3 credit hours**

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

**MKT 834 – Industrial Marketing 3 credit hours**

Marketing in the business-to-business environment including trade, institutional, service, agri-business, 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 and MKT 438

**MKT 834P – Industrial Marketing 3 credit hours**

Marketing in the business-to-business environment including trade, institutional, service, agri-business, 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 and MKT 438

**MKT 835 – Marketing Research 3 credit hours**

To structure research procedures for solving managerial problems. Course emphasis is on development of a complete marketing research project.

Prerequisite: MKT 300 and MGT 233

**MKT 835P – Marketing Research 3 credit hours**

To structure research procedures for solving managerial problems. Course emphasis is on development of a complete marketing research project.

Prerequisite: MKT 300 and MGT 233

**MKT 837 – Sales Management 3 credit hours**

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 work loads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 and MKT 438

**MKT 837P – Sales Management 3 credit hours**

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 work loads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 and MKT 438

**MKT 838 – Consumer Behavior 3 credit hours**

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 levels; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300

**MKT 838P – Consumer Behavior 3 credit hours**

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 levels; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300

**MKT 840 – Advertising Management 3 credit hours**

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

**MKT 840P – Advertising Management 3 credit hours**

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

**MKT 856 – Marketing Management Seminar 3 credit hours**

This course is concerned with managing the marketing function including market and environmental analysis and strategy development and implementation. The seminar-format course employs a mixture of case discussions, readings, lectures, written and oral assignments, and a consultancy project.

Prerequisite: FIN 809

**MKT 857P – E-Marketing 3 credit hours**

The pragmatic and theoretical aspects of E-marketing, including E-mail orders and direct response advertising, reassurability 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. On demand.

**MKT 860P – Strategic Product Management 3 credit hours**

To develop an awareness and understanding of the issues, tools and techniques used from inception to launch of a product.

**MKT 875 – Marketing Internship 1-3 credit hours**

Professional experience and development of the student in a managerial capacity. The internship is an opportunity for the student to integrate what has been learned during program coursework in an applied setting. Objectives, content, duration, expected outcomes and credit hours of the internship will be determined by the MBA Director (or Chair of the Marketing/Agribusiness/Supply Chain Management Department) and the Internship Director. One credit hour = 100 clock hours logged within the setting.

**MKT 883 – Marketing Dynamics Seminar 3 credit hours**

Marketing theory is briefly reviewed to provide a background for intensive analysis of contemporary and sometimes controversial marketing issues. Course content necessarily changes each semester to reflect the changing marketing scene.

**MKT 896 – Thesis 3-6 credit hours**

Total Credits Allowed: 6.00

**MKT 899 – Marketing Topics 3 credit hours**

In-depth coverage of selected subjects, problems, and current topics in Marketing which are not covered elsewhere in the MBA program. Course consists of class discussion and/or special projects. The purpose of the course is to offer an opportunity for students to study fresh Marketing topics of particular timeliness in more depth than appropriate in other existing courses. Topics vary per offering.

Prerequisite: MKT 856