

DEPARTMENT OF MARKETING, AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT

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, Agribusiness and Supply Chain Management offers two emphases in this major:

Business Administration Comprehensive - Bachelor of Science Degree

- Marketing Emphasis (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/business-administration-comprehensive-marketing-emphasis-bs>)
- Supply Chain Management Emphasis (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/business-administration-comprehensive-supply-chain-management-emphasis-bs>)

The Department of Marketing, Agribusiness and Supply Chain Management also offers an Agribusiness Comprehensive (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/>

[departments-programs/marketing-agribusiness-supply-chain-management/agribusiness-comprehensive-bs](http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/agribusiness-comprehensive-bs)), Bachelor of Science Degree.

For additional areas of emphasis see departments of Accounting, Finance and Economics (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/accounting-finance-economics>), and Management (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/management>).

Minors in International Business (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/international-business-minor>), Marketing/Management (<http://catalog.unk.edu/catalog-archive/2019-2020/undergraduate/departments-programs/marketing-agribusiness-supply-chain-management/marketing-management-minor>) are available for students pursuing majors in other disciplines.

Greg Broekemier, **Chair**

Professor: Deborah Bridges, Gregory Broekemier, Srivatsa Seshadri, Frank Tenkorang

Associate Professor: Greg Benson, Ngan Chau, Heather Meyer

Assistant Professor: Ye Su

Senior Lecturer: Marsha Yeagley

Agribusiness (AGBS)

AGBS 110 – Introduction to Agribusiness 2 credit hours

This course focuses on introducing students to the agribusiness sector of the U.S. and developing an understanding of its importance. The agribusiness sector encompasses more than just production agriculture, but also includes the firms that produce and sell goods and services (inputs) to the farming and ranching sector and the firms that handle and process agricultural commodities from the farm gate to the consumer plate. The agribusiness sector provides a diverse set of career paths and opportunities for students. This course is designed to introduce students the opportunities available in agribusiness and to foster skill development in the basic oral and written communication skills required in the agribusiness field.

AGBS 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.

AGBS 315 – Agribusiness Management 2 credit hours

This course focuses on the role and function of management in the agribusiness sector. The agribusiness sector is diverse and includes firms producing agricultural products, firms providing inputs and services to agricultural producers and all the firms that handle and process agricultural goods from the farm gate to the consumer's plate. This course builds upon the basic management principles and skills learned in MGT 301 by exposing students to the size and scope of the agribusiness sector, the organizational design of the types of businesses common in agriculture (e.g., cooperatives, sole-proprietorship, family owned-corporations, etc.) and the challenges managers face in these business environments.

Prerequisite: ECON 270 and ECON 271 and MGT 301

AGBS 335 – Agricultural Marketing 3 credit hours

An analytical and descriptive study of agricultural markets and marketing systems. This course will provide the student with knowledge of agricultural price determination, the use of futures and options for price discovery and risk management, and marketing institutions in agriculture.

AGBS 350 – Economics of the Agricultural Sector 3 credit hours

All agribusinesses are impacted by factors external to the firm, such as weather, agricultural policy, macroeconomic events, economic policy, and changes in the legal environment. This course is designed to show how the agricultural and non-agricultural sectors are integral parts of the economy and to provide students with an understanding of the current economic environment, how this may change in the future, and how these factors impact agricultural production and agribusinesses. Course is required in the Agribusiness program but also serves as an elective for other business and non-business degree programs.

Prerequisite: ECON 270 and ECON 271

AGBS 398 – Farm and Ranch Management 3 credit hours

This course focuses on the problems faced by farm, ranch, and agribusiness managers, and the decision-making process used in achieving the business's objective of increasing profit or some other desired goal. Focusing on the application of economic principles to the decision making process, this course provides students with experience in decisions of how much, what, and how to produce; examination of how financial statements and budgeting techniques are used in decision making; and the application of risk analysis and management of risk through investment planning and analysis.

Prerequisite: ECON 320 and ACCT 250

AGBS 415 – Agricultural Price Analysis 3 credit hours

This course focuses on the role of prices and pricing mechanisms in coordinating activities between the vertical levels of the agricultural marketing system. Focusing on the application of economic principles in the price discovery process, this course is designed to foster skill development in the basic quantitative methods used in market and price analysis and price forecasting and for students to gain an understanding of the different factors that influence prices in the agricultural sector and the alternative pricing arrangements that exist for agricultural commodities.

Prerequisite: AGBS 335 and MGT 233 or STAT 241

AGBS 435 – Agricultural Finance 3 credit hours

Financial management in agriculture is concerned not only with the acquisition and use of financial resources, but also the protection of equity capital from various sources of risk. This course focuses on the financial requirements of farms, ranches, and agribusiness firms, and the decision-making process used in evaluating the credit needs and repayment capacity from both the manager's and lenders perspectives. Focusing on the application of economic principles in making financial decisions, this course provides students with experience in evaluating risk by analyzing financial statements, cash flow budgets, and capital budgets, an understanding of the sources of agricultural credit, and acquaints the student with some of the special issues associated with financial management in the agricultural environment.

Prerequisite: AGBS 398 and FIN 308

AGBS 475 – Agribusiness Internship 1-8 credit hours

A work experience program planned for students preparing for employment in agricultural business. The learning situation is organized and supervised cooperatively by the academic department, CBT Career Center, and personnel of selected agribusiness. Work experience includes an acceptable type of wage earning employment in agribusiness industry approved by the coordinator.

Total Credits Allowed: 8.00

Prerequisite: Minimum GPA of 2.5 and ECON 270 and ECON 271 and additional 6 hours of 300/400 level AGBS and ECON courses.

AGBS 499 – Independent Study and Research in Agribusiness 1-6 credit hours

Individual research under the supervision of a faculty member of the department and approved by the Department Chairman. Topics to be investigated may be tailored to fit the needs of the student.

Total Credits Allowed: 6.00

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

MKT 300 – Principles of Marketing 3 credit hours

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

MKT 331 – Professional Selling 3 credit hours

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.

MKT 336 – Services Marketing 3 credit hours

This course presents concepts and strategies for addressing the distinctive marketing challenges in service industries, including the tourism, hospitality, banking, healthcare, and professional services.

MKT 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. Students may take their Capstone course in any discipline.

Prerequisite: Junior or senior level standing or within 6 hours of completing general studies requirements.

MKT 395 – Field Experiences in Practical Marketing 3 credit hours

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.

MKT 420 – Retail Management 3 credit hours

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

MKT 430 – International Marketing 3 credit hours

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

Prerequisite: MKT 300 or MGT 330

MKT 433 – 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 434 – Business-to-Business Marketing 3 credit hours

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

MKT 435 – Marketing Research 3 credit hours

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

MKT 437 – 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 workloads, scheduling, allocating quotas, compensating, controlling, and evaluating sales and people.

Prerequisite: MKT 300 or MKT 331 or permission of instructor

MKT 438 – 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 level; includes the effects of internal and external influences on decision making.

Prerequisite: MKT 300 and junior standing or permission of instructor

MKT 440 – 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 or permission of instructor

MKT 444 – Person Marketing 3 credit hours

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

MKT 450 – Pharmaceutical Marketing 3 credit hours

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

MKT 456 – Marketing Management 3 credit hours

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

MKT 457 – 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.

MKT 460 – 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.

Prerequisite: MKT 300 or permission of instructor

MKT 474 – International Experiential Learning: Marketing 1-3 credit hours

To learn 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 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 280H – Special Topics-Honors 1-3 credit hours

Total Credits Allowed: 3.00

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. Students may take their Capstone course in any discipline.

Prerequisite: Junior or senior level standing or within 6 hours of completing general studies requirements.

MIS 399 – Business Apprenticeship Program 1-3 credit hours

The Business Apprenticeship Program is designed to provide students with a variety of experiences which will facilitate competency in their chosen field of study. Students who plan to teach will assist faculty members in preparing bibliographies, in research, in translations, in aiding classroom discussions, in preparing special lectures and programs, in grading and preparing examinations. Must be approved by Department Chair. This course may be repeated to a maximum of 6 credits.

Total Credits Allowed: 18.00

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 498 – Management Information Systems 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.

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