

making process. Integrates functional areas through analysis of actual business case histories and related readings. Class discussion and written reports. Management game used when appropriate. *Prereq: FINA180, ECON 110, MANA156, MANA170, MARK 140, Sr. stndg.*

MANA183. International Management
3 sem. hrs.

Present and future trends in the international commercial arena. The course examines international trading trends for major sectors of the U.S. economy. This course differentiates international from domestic management. *Prereq: Sr. stndg.*

MANA195. Independent Study 1-4 sem. hrs.
Prereq: Cons. of dept. ch.

MARKETING (MARK)

Chairperson and Associate Professor: Akhter
Professors: Andrews, Laczniak
Professor Emeritus: Brownlee
Associate Professors: Bauer, Durvasula, Garrett, Lysonski, Robinson
Assistant Professor: Simmons
Instructor: Terrian
Visiting Instructor: Crockett
Lecturer: McDonald

MARK 105. Co-op/Intern Grading Period in Marketing 1-3 sem. hrs.

Co-op or intern experience in marketing features educational activity and productive work related directly to the marketing curriculum. *Prereq: BUEX 110 and consent of BUEX director. S/U grade assessment.*

MARK 140. Introduction to Marketing
3 sem. hrs.

The marketing process as it relates to management of marketing in the profitable operation of the firm. Environmental constraints, including consumers' needs, governmental regulation, and the social environment. Price determination, promotional strategy, channels of distribution, and product development. *Prereq: Jr. stndg., ECON 043 and 044.*

MARK 142. Marketing Research 3 sem. hrs.
Methods and techniques of securing, analyzing, and interpreting data essential to the scientific solutions of marketing problems. Research planning, research design, data collection methods, sampling analysis, report writing and the integration of research and marketing management. *Prereq: MANA025 and MANA 026, MARK 140.*

MARK 143. Promotional Strategy 3 sem. hrs.
Marketing aspects of communication between the firm and its customers. Brief introduction to behavioral sciences as they apply to promotion. Advertising, personal selling, publicity, and sales promotion as components of the promotional mix. Treatment of the social and legal constraints of promotion. *Prereq: MARK 140.*

MARK 144. Marketing Logistics and Distribution Strategy 3 sem. hrs.
Use of time and place utilities as variables in marketing strategy. Principles for the efficient design of wholesale and retail distribution systems. Logistics base, problems of distribution channel design and strategy considered in terms of their effectiveness in satisfying the demand of consumers. Offered occasionally. *Prereq: MARK 140.*

MARK 145. Product and Pricing Strategy
3 sem. hrs.
New Product development, competitive strategies and product life cycles as components of effective product management. The environment of pricing strategy and recent developments in pricing decision making as well as the psychological aspects of pricing. *Prereq: MARK 140.*

MARK 146. Consumer Behavior 3 sem. hrs.
Behavioral science concepts, including motivation, perception, learning, personality, attitudes, culture, social class, reference groups, and the family unit. Application of behavioral concepts to marketing management and research problems, including diffusion of innovation, cognitive dissonance, brand loyalty, attitude change, and comprehensive consumer decision models. *Prereq: MARK 140.*

MARK 148. Sales Management 3 sem. hrs.
Sales management is a complex and specialized business and organizational function including the oversight of the direct and personal marketing of consumer and industrial goods and services. The unique nature of sales management requires a separate examination of recruiting, selection, training, compensation, retention, and motivation of management tasks. *Prereq: MARK 140.*

MARK 150. Marketing Management
3 sem. hrs.
Planning, implementation and control of the marketing activity of firm or division. Formulation of marketing objectives, policies, programs, and strategy. Managerial aspects of product, price, promotion, and distribution decisions. *Prereq: MARK 140, 142 and one other MARK course; Sr. stndg.*

MARK 152. Retailing Management
3 sem. hrs.
Readings and cases in retail management. Types of retail organizations. Problems of location, buying, merchandise control, and retail promotion. The present state of retailing and a look into the future. Offered occasionally. *Prereq: MARK 140.*

MARK 153. International Marketing
3 sem. hrs.
Adapting business efforts to differing economic, social, and cultural milieus and the development and application of marketing strategies and mixes in foreign markets. Differing methods of international trade, marketing, and business organization are covered. *Prereq: MARK 140.*

MARK 155. Industrial Marketing 3 sem. hrs.
Focus on applying marketing in the industrial product and services environment. Emphasis is placed on application of strategic planning models to industrial markets and development of marketing mixes especially oriented to industrial products/services. *Prereq: MARK 140.*

MARK 156. Direct Marketing 3 sem. hrs.
Focuses on the direct marketing process of prospecting, conversion, and customer maintenance; and the four Ms of direct marketing (merchandising, media, message, and measurement). Emphasis is placed on database management, customer segmentation, customer profitability analysis, forecasting, market testing and analysis, and direct response advertising via direct mail. *Prereq: MARK 142 and one of the following: MANA026, PSYC 060, MATH 060.*

MARK 157. Marketing and Society
3 sem. hrs.
Focuses on environments external to the firm which have significant consequences on marketing and demonstrates how the marketing system contributes to or impedes the objectives of society. Topics discussed: Consumerism, Law, Marketing Ethics, Ecology, Marketing in Non-Profit Organizations. Offered occasionally. *Prereq: MARK 140.*

MARK 159. Issues in Marketing 1-4 sem. hrs.
Enrollment limited to superior students. Offered occasionally with various topics. *Prereq: MARK 140.*

MARK 195. Independent Study 1-4 sem. hrs.
Prereq: Cons. of dept. ch.