

practices examined from the viewpoint of their effects on exchange transactions linking producers with consumers. Assumes a working knowledge of micro-economics. *Fall, Spring*

MKTG320 (3)
Consumer Behavior

An integration of the various disciplines in the behavioral sciences with marketing theory to understand, explain, and predict consumer decisions. Explores both the theoretical and practical implications of individual behavioral variables, group influences, and consumer decision processes. Prerequisite or corequisite: MKTG310. *Fall*

MKTG368 (3)
Advertising and Promotion

Focuses on the role of promotion and communication in the marketing mix. Explores the nature and types of promotion, including advertising and point-of-purchase display, the steps in developing an advertising campaign, and measures of advertising effectiveness. Explores the management of the promotion and advertising functions in an organization. Prerequisite: MKTG310. *Spring*

MKTG375 (3)
Direct Marketing

Marketing goods and services directly to consumers, marketing through catalogs, direct-mail, telemarketing, TV and radio direct response, magazine and newspaper direct response, electronic shopping and kiosk shopping. Prerequisite: MKTG310. *Spring*

MKTG435 (3)
Marketing Ethics and Contemporary Issues

Emphasizes the ethical challenges that confront the decision maker and their impact on society at large as well as ethically-based contemporary issues. Marketing ethics topics include: survey of ethical decision-making theories, organizational processes, ethics research, and case histories. Contemporary issues are constantly updated. Prerequisite: MKTG310.

MKTG440 (3)
Marketing Management

An integrative capstone course for marketing majors. Emphasizes process by which marketing managers seek solutions to marketing problems and considers marketing opportunities. Field studies provide students with opportunities to apply knowledge gained in marketing course work to concrete situations. Assumes completion of majority of courses in marketing major. Prerequisites: MKTG310, 320, 368 and 456, or permission of instructor.

MKTG444 (3)
Not-for-Profit Marketing

Examines the meaning and role of marketing concepts and tools in nonprofit institutions such as hospitals, schools, public agencies, foundations, and churches. The role of activities such as marketing research, product development, pricing, advertising, publicity, personal selling, and marketing control are examined in the non-profit sector. Prerequisite: MKTG310. *Fall*

MKTG450 (3)
Retailing

Designed to help students increase awareness of the retailing process, understand the changes in customer needs, demographics, and shopping behaviors, assess the emerging technologies which have a dramatic effect on retail operations, and analyze the strategic long-term plans which retailers are using for creating

advantages in this rapidly changing environment. Prerequisite with concurrency allowed: MKTG310.

MKTG456 (3)
Marketing Research

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

MKTG465 (3)
International Marketing

Marketing problems arising from various degrees of foreign involvement. Includes marketing research, project planning and development, pricing, promotion, distribution, and organization. Emphasis on management of these marketing functions in a multinational context where the parameters differ from those in domestic marketing. Prerequisite: MKTG310. *Fall*

MKTG500 (2)
Survey of Marketing

A general survey of the major marketing methods, institutions, and practices. Not available for the MBA program.

MKTG540 (3)
Marketing for Non-Profit Organizations

The study of marketing concepts and tools for not-for-profit organizations.

MKTG444 (3)

Master of Business Administration (MBA)

MISSION

The mission of the MBA program is to prepare students from many cultural backgrounds for responsible positions in domestic and international business, in government, and in not-for-profit organizations. The program emphasizes the integration of business principles with Christian principles and philosophy to prepare students for leadership roles which require clear and critical

Prerequisites

BSAD355, MKTG310

MSA degree program—33

MSA core—9

BSAD515, 620, MKTG680

School of Business electives—6

Select two of the following:

ACCT635, BSAD530, 560, 670, FNCE680, MKTG540

MSA Seminary electives—18

Choose at least one course from each cluster.

Cluster #1

CHMN527, 630, 638, 655

Cluster #2

CHMN539, 606, 612, MSSN635

Cluster #3

CHMN529, 545, 643, THST615

Cluster #4

CHMN525, 535, 585, THST634

Cluster #5

CHMN518, 570, COMM475, PREL460

Engineering Management Emphasis

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

Students who have not taken the following prerequisite courses must take the course(s) they lack in addition to the 33 graduate credits required for the MSA degree.

Prerequisites

BSAD355, 475; CPTR125 or 151, ECON226, MATH141 or 166 or 182; MKTG310; STAT340

MSA Degree Program—33

Core Requirements—9

BSAD515, ECON530, MKTG680

School of Business electives—6

Select two of the following: ACCT635, BSAD545, 615, 620, 670, FNCE680, INFS428

College of Technology

Core Requirements—9

ENGM565, INDT440, 460

Select three of the following—9

CPTR460, ENGM520, 555, 570, 690; INDT450; TCED456

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