

DEPARTMENT OF MANAGEMENT AND MARKETING

Welcome from the Chair

Greetings from the Department of Management and Marketing. Our goal is to provide our students with an applied education that will prepare them for success upon graduation. We do this through real-world class projects, professional skills, and certifications such as Adobe Suite, Google Analytics, Excel, etc., active student organizations, and paid, for-credit internships. Our faculty members have extensive experience in the business world that enables them to provide our students with knowledge and skills that go beyond the traditional classroom.

Whether you're interested in advertising, sales, marketing, international business, human resource management, supply chain management, entrepreneurship, nonprofit leadership, or business administration, we have the program to fit your needs.

Students in the Department of Management and Marketing have a wide-range of professional student organizations to choose from including: The Society for Human Resource Management (SHRM), Pi Sigma Epsilon (professional sales organization), Students in Information and Supply Chain Association, ENACTUS (national entrepreneurship organization), American Marketing Association (AMA), American Advertising Federation (AAF), Student Nonprofit Leadership Organization (SNLO) and International Business Organization (IBO). Students who excel academically are invited to join Beta Gamma Sigma, the international honor society for business students.

The department is also home to the Center for Entrepreneurship and the Center for Non-Profit Leadership which offer both minors and certificates. If you have any questions or would like to visit the Williamson College of Business Administration, please contact me any time.

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text

MAJORS

- Advertising and Public Relations (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/advertising-public-relations/>)
- Business Administration (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/business-administration/>)
- Human Resource Management (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/human-resource-management/>)
- Management (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/management/>)
- Marketing: Management Track (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/marketing-management-track/>)
- Marketing: Sales Track (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/marketing-sales-management-track/>)

MINORS

- Advertising and Public Relations
- Business (non Business majors)
- Employee Relations
- Entrepreneurship
- Marketing
- Management
- Management Information System
- Nonprofit Leadership
- Sales

CERTIFICATES

- Enterprise Resource Planning (ERP) (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/erp-certificate/>)
- Entrepreneurship (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/entrepreneurship-certificate/>)
- Leadership (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/department-management-marketing/leadership-certificate/>)
- Nonprofit Leadership (<http://catalog.ysu.edu/archives/2021-2022/undergraduate/colleges-programs/college-business-administration/nonprofit-leadership-certificate-minor/>)

Advertising

ADV 3710 Basic Public Relations 3 s.h.

Study of the management function which investigates and evaluates public attitudes, policies, means, and techniques used in the field to earn public understanding and acceptance.

Prereq.: ENGL 1551 and GPA of 2.5.

ADV 3711 Marketing Communications 3 s.h.

Examines the integration of promotional activities within a marketing context. Presents the marketing communication role of the four elements in the promotional mix then takes a holistic perspective that focuses on the interrelationships among advertising, public relations, sales promotion, and personal selling.

Prereq.: sophomore standing; 2.5 GPA.

ADV 3712 Creative Strategies in IMC 3 s.h.

The creative process is related to the different message and graphic needs required in advertising, public relations, and sales promotion. Examines the synergistic possibilities of the separate efforts focused on the same creative strategy within an integrated marketing communications (IMC) campaign.

Prereq.: ADV 3711 and GPA of 2.5.

ADV 3717 Media Planning and Buying 3 s.h.

Planning, executing, and controlling of media buys. Techniques of allocation of budget among print and electronic media explored on national, regional, and local levels familiarizing the student with syndicated media resources.

Prereq.: ADV 3711 and GPA of 2.5.

ADV 3720 Introduction to Adobe Creative Cloud 3 s.h.

The Adobe Creative Cloud is a suite of programs to aid in the development and execution of graphical assets used for marketing, advertising, and branding. This course will introduce the student to the inner working of Adobe Creative Cloud programs and how they relate to one another as well as the proper usage of the programs. Through practical exercises, students will become fluent in industry standard software from line art, logos, vector graphics, and page layout for both print and web as well as tricks and time efficient techniques to keep work clean and professional.

Prereq.: Sophomore standing; 2.5 GPA.

ADV 4850 Advertising Internship 3 s.h.

Through employment with participating business organizations the student will receive professional advertising experience. Required paper on the relationship between advertising theory and practice.

Prereq.: MKTG 3703, 2.5 GPA.

ADV 4855 IMC Campaigns 3 s.h.

Capstone course in the integrated marketing communications curriculum. By employing the fundamental theories and practices garnered from previous integrated marketing communications courses for a specific IMC problem, the focus is the development of an integrated marketing communications campaign.

Prereq.: ADV 3711, ADV 3712, ADV 3717 and GPA of 2.5.

ADV 4899 Independent Study 3 s.h.

This course will allow students to develop a special topic of interest under the direct supervision of a marketing faculty member. The objective of this course is to provide the student with a strong understanding of a specific area of advertising.

Prereq.: ADV 3711; 2.5 GPA.

Entrepreneurship

ENT 3700 Entrepreneurship New Venture Creation 3 s.h.

An examination of the entrepreneurial process from opportunity recognition and assessment through the launch of the new firm. Emphasis placed on exploring creativity and innovation. Students will develop a feasible business idea, present the idea as an elevator pitch, and write a business proposal.

Prereq.: BUS 1500; sophomore standing; GPA 2.5.

ENT 3750 Entrepreneurship-Small Business Financial Management 3 s.h.

Practical application of accounting and finance concepts in small/new businesses. Emphasis on raising capital, understanding financial statements, implementing small business accounting software, and forecasting revenue, expenses, and cash flow.

Prereq.: ENT 3700 or FIN 3720; GPA 2.5.

ENT 4800 Entrepreneurship-Business Plan Development 3 s.h.

An in-depth study of the aspects of a successful business plan. An individual business plan will be developed by students based on the analysis of a viable business concept. Junior standing.

Prereq.: ENT 3700 (C), GPA 2.5.

ENT 4850 Entrepreneurship Internship 3 s.h.

The student is given the opportunity to relate theory to practice in an on-site field experience in a new venture or local small business. Student works 12-15 hours per week under direct supervision of company management and direct guidance of faculty advisor. A weekly journal and final report are required.

Prereq.: ENT 3700; ENT 3750; ENT 4800; GPA 2.5; Approval of Director.

ENT 4851 Field Studies in Entrepreneurship 3 s.h.

Students work with actual problems and opportunities faced by small businesses under faculty supervision. Problems/opportunities are defined, analyzed and researched. Recommendations are developed and presented to business owners for evaluation.

Prereq.: ENT 3700; ENT 3750; ENT 4800 or MGT 3725; MKTG 3703; FIN 3720; GPA 2.5.

Management

MGT 2604 Legal Environment of Business 1 3 s.h.

Various sources of laws, basic legal reasoning and application. Emphasis on basic legal concepts of contracts, labor, tax, antitrust and business organizations, and their relationship to business and society.

MGT 3705 Fundamentals of Occupational Safety 3 s.h.

Overview of the broad concepts of occupational safety and health that provide a proper foundation for understanding the basic principles of workplace safety and health programs. Analysis of the regulatory environment including OSHA and Workers' Compensation; the development of safety management programs; the evaluation of workplace hazards; and discussion of the economic, political, and societal implications involving workplace safety and health.

Prereq.: MGT 1510 or ENST 2600 or CJFS 1500 or BUS 1500 or consent of instructor and 2.50 overall gpa.

MGT 3714 Legal Environment of Business 2 3 s.h.

In-depth analysis of commercial law areas covered on the CPA exam, with emphasis on sales, secured transactions, real and personal property, insurance, bankruptcy, and commercial paper.

Prereq.: MGT 2604, junior standing and 2.5 overall gpa.

MGT 3715 Employee Relations and Workplace Ethics 3 s.h.

Examines the current legal and social issues that affect employee relations. This course explores ways to effectively manage the workforce, while practicing ethically responsible behaviors. A survey of laws and regulations that affect the workplace and business negotiations are examined. **Prereq./Coreq.:** MGT 3725 and 2.5 GPA or permission of Department Chair and 2.5 GPA.

MGT 3725 Fundamentals of Management 3 s.h.

Emphasizes the basic principles of management rather than those involved in business organization. The nature of managerial action within an organization, formal and informal structure, process of making decisions, and interrelated activities in management.

Prereq.: BUS 1500 (C) or BUS 1500H (C), 2.5 GPA, junior standing.

MGT 3750 Managing Individuals in Organizations 3 s.h.

Study of the contributions of the fields of organizational behavior and human resources as they apply to organizational functionality. Topics include individual and group decision-making, motivation, perceptions, and attitudes as they impact human resource processes, including job design, selection, organizational development, total rewards, employee relations, and workplace health, safety, and security.

Prereq.: MGT 3725 or concurrent and 2.5 overall gpa.

MGT 3755 Managing Workplace Diversity 3 s.h.

Current topics in diversity: national and international demographics of the changing face of the work force; processes that create diversity including the organization of work; managing differences in work settings; management responses to diversity; and connections to larger institutional dynamics. **Prereq./Coreq.:** MGT 3725 and 2.5 GPA or permission of Department Chair and 2.5 GPA.

MGT 3761 Management Information Systems 3 s.h.

Study of information systems and their interaction with individuals and organizations, providing a basic understanding of hardware, software, and computer technology used in information systems.

Prereq.: 2.5 GPA and junior standing.

MGT 3771 Social Media and E-Commerce 3 s.h.

Technologies available to organizations to reach customers, sell products, and create business values that continue to change and emerge. The course provides students with an understanding of social media and e-commerce technologies from a business/managerial perspective. Underlying issues surrounding the technologies, their development, and utilization of web-based initiatives are studied.

Prereq.: 2.5 GPA and MGT 3761 or concurrent.

MGT 3789 Operations Management 3 s.h.

Study of current operations management theories and practices with emphasis on direction, planning, and control of production systems. Includes detailed analysis in such areas as materials management, work measurement, quality control, scheduling, maintenance, and forecasting.

Prereq.: MGT 3725, ECON 3790 or ECON 3788, ACCT 2603L or BUS 2600, and 2.5 overall gpa.

MGT 4801 Leadership in Business and Society 3 s.h.

Leadership accounts for a significant part of the performance in business, non-profit organizations and government agencies. This course provides a broad understanding of leadership as phenomenon and its impact on the behavior of individuals in organizations and firm performance.

Prereq.: MGT 3725 and 2.5 GPA.

MGT 4810 Compensation and Performance Appraisal 4 s.h.

Design and administration of compensation systems. Topics: pay equity, job evaluation, wage and salary structure, merit and incentive programs, benefits packages and compensation legislation. Emphasis on the role of performance appraisal in administration decision making.

Prereq.: MGT 3725 and MGT 3750 and 2.5 overall gpa.

MGT 4819 Selection, Training, and Development 4 s.h.

Intensive analysis of programs for personnel acquisition, the training and development of employees. Includes the human resources planning process. Examination of federal and other employment legislation where applicable.

Prereq.: MGT 3725 and MGT 3750 and 2.5 overall gpa.

MGT 4820 Supply Chain Management 3 s.h.

A comprehensive description of supply chain management practices and principles to achieve a competitive advantage in a global society and integrating these principles as a core competency in enterprise strategy. Topics include logistics, technology (information networks, ERP, SAP, operations (inventory management, transportation, warehousing, and material handling) and network designs.

Prereq.: MGT 3789 and 2.5 overall gpa.

MGT 4821 Business Process Integration 3 s.h.

This course examines the forces driving enterprise integration as well as the management decisions associated with the design and implementation of enterprise systems. Students successfully completing this course will have thorough understanding of enterprise integration as well as practical experience of configuring and using SAP.

Prereq.: MGT 3761 or ACCT 3709 and 2.5 GPA.

MGT 4844 Strategic Human Resource Management 3 s.h.

Capstone course of the human resource (HR) major and should be taken in students' last semester. Purpose is to integrate knowledge within HR and across disciplines in developing and implementing HR strategy. Special focus will be given to developing the proficiencies necessary to serve as an HR consultant, especially in quantifying the impact of HR practices. Must take concurrently with MGT 4845.

Prereq.: MGT 4810 or MGT 4819 or consent of instructor and 2.5 overall gpa.

MGT 4845 Projects in Human Resource Management 1 s.h.

Emphasizes experiential, practical application of knowledge to real-life human resource challenges.

Prereq.: MGT 4810 or MGT 4819 or consent of instructor and 2.5 overall gpa.

Coreq.: MGT 4844.

MGT 4850 Strategic Management and Leadership 3 s.h.

Analysis of problems and issues faced by organizations operating in today's dynamic environment interspersed with multiple stakeholders. Students integrate concepts and techniques learned from a range of disciplines and apply them to all levels of firms functioning in a wide variety of industries.

Prereq.: MGT 3725, MKTG 3703, FIN 3720 and 2.5 overall gpa.

Gen Ed: Capstone.

MGT 4880 Special Topics in Management 1-4 s.h.

Subject matter, credit hours, and specific prerequisites to be announced in advance of each offering.

Prereq.: Senior standing in MGT or permission of instructor.

MGT 4881 Project and Quality Management 3 s.h.

Study of project management topics regarding project planning, work breakdown structure, scheduling, PERT/CPM, controlling and managing the costs, resource allocation, project control, and project termination. Includes the environment in which project managers work and its organizational structures: functional, project, and matrix organizations. Computer-based project management software is also introduced.

Prereq.: MGT 3761 and 2.5 GPA.

MGT 4895 Management Internship 3 s.h.

Offers the student the opportunity to relate theory to practice through on-the-job work experience with participating organization. Mandatory bi-weekly meetings with faculty advisor to insure maximum learning from the experience. Offered all three semesters each year based on the availability of internships. A written evaluation of the job experience is required.

Prereq.: 20 s.h. of MGT courses including MGT 3725 and MGT 3750, and department screening and approval.

MGT 4896 Logistics Internship 3 s.h.

Work and study in the public or private sector centered upon the development of a significant logistics project under the direction of university faculty and designated member(s) of the participating agency. Intended for students in the logistics minor.

Prereq.: MGT 4882 or completion of 12 s.h. in the minor.

MGT 4899 Independent Study 1-3 s.h.

Development of a special topic of interest to the student under the direct supervision of a management faculty member. Credit hours vary according to the nature of the project.

Prereq.: MGT core and permission of department chairperson.

MGT 5835 Systems Analysis and Design 3 s.h.

Information systems and system development life cycle (SDLC) sizing tools and techniques used to document an information system.

Prereq.: MGT 3761 AND 2.5 GPA.

MGT 5845 Work in America 3 s.h.

Examines the changing characteristics, expectations, and representations of work in America. Includes the exploration of demographic, historic, economic, technological, sociological, religious, ethical, popular, and poetic perspectives on work.

Prereq.: MGT 3715 or Junior standing and 6 s.h. of GER approved SI courses.

MGT 5865 Database Management Systems 3 s.h.

Design and management of organizational data resources. Database issues include design, definition, creation, documentation update, maintenance, revision, selection, acquisition, and use. The implementation of the hierarchical, network, and relational models with emphasis on business applications.

Prereq.: MGT 3761 and 2.5 GPA.

Marketing

MKTG 1520 Selected Marketing Topics 1-3 s.h.

Topics vary each semester. Subject matter and number of credit hours announced in advance of each offering. May be taken twice with change of topic.

Prereq.: permission of instructor.

MKTG 3702 Business Professionalism 1 s.h.

This course is intended to help students prepare for and accomplish a successful transition from college to a professional career. Students will be challenged to understand the various elements of business professionalism including etiquette, communications, image, conflict resolution, career exploration and job search.

Prereq.: BUS 1500 or 1500H (grade of "C" or better); Sophomore standing; GPA of 2.5.

MKTG 3703 Marketing Concepts and Practice 3 s.h.

The activities involved in marketing products, services, and ideas examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy.

Prereq.: 'C' or better in BUS 1500 and 2.5 GPA and junior standing.

MKTG 3709 Retail Marketing 3 s.h.

Retailing is the largest industry and the dominant employer in the U.S. economy. The industry is explored, with particular emphasis on understanding the activities of retailers, both large and small. Topics include shopper behavior, store location, store layout, product presentation, and customer service. The criteria for success in retailing, the impact of technology on retailing, and the retail process examined within the larger domain of marketing. Beneficial to all marketing and business majors, as well as others engaged in shopping activities.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 3720 Business to Business Marketing 3 s.h.

Characteristics of Manufacturers' goods, channels of distribution, functions of intermediaries, distribution costs, marketing research, government control, and legal limitations. Product policies, service policies, packaging policies, price policies. Industrial advertising organization, planning and budgeting, uses of advertising agencies and national advertising media, sales manuals, dealer helps.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 3726 Consumer Behavior 3 s.h.

Individual and group behavior as related to marketing consumer behavior, considered from both the standpoint of the marketing manager and from that of the individual as a consumer. The behavioral sciences serve as a background to provide standards for the social and human evaluation of current marketing activities. Topics include the buyer as problem solver, buying decision processes and models, measurement of promotional effectiveness, and life style analysis.; May be taken concurrently with MKTG 3703.

Prereq.: GPA of 2.5.

MKTG 3740 Professional Selling 3 s.h.

Personal selling and sales management examined within the marketing environment. Emphasis on marketing relationships, buyer motivation and behavior, selling strategy and sales management techniques. 2.5 GPA.

Prereq.: BUS 1500 and sophomore standing.

MKTG 3742 Organizational Purchasing 3 s.h.

Examination of procurement and purchasing activities within the organization with a concentration on the multiple levels of supplier and customer relationships. Topics include current trends in procurement and sourcing, purchasing policy and procedures, supplier evaluation and selection, sourcing processes, and contract management.

Prereq.: MKTG 3703; 2.5 GPA.

MKTG 3745 Sales and Account Management 3 s.h.

The course provides an overview of sales and account management. Concepts covered include strategic planning, sales leadership, analyzing customer-client-buyer markets, and designing and developing a sales force.

Prereq.: MKTG 3703; MKTG 3740 (may be taken concurrently) and overall GPA of 2.5.

MKTG 3747 Negotiations Concepts and Strategies 3 s.h.

The purpose of this course is to understand the theory and processes of negotiation so that the student can successfully negotiate in a variety of professional settings.

Prereq.: MKTG 3703 and overall GPA 2.5.

MKTG 3749 Introduction to Sports Marketing 3 s.h.

The field of Sports Marketing has emerged as a notable sector in commerce over the past three decades. This course will explore strategies for marketing through sports which include conventional marketing approaches as well as innovative sponsorship strategies. The course will also examine the more specialized aspects of sports marketing which involve active measures that are designed to influence consumer preferences for a variety of sports products and service - the marketing of sports.

Prereq.: MKTG 3703.

MKTG 3750 Product and Brand Management 3 s.h.

New product development and brand creation process from idea generation to launch; diffusion of innovation and sales forecast of new product, market entry strategy, branding of new product, business plan for new product.

Prereq.: MKTG 3703 and 2.5 GPA.

MKTG 4811 Interactive Marketing 3 s.h.

In-depth investigation of interactive marketing including direct response marketing and other technology-based forms of business-customer interaction including measuring the effectiveness and the integration of interactive marketing activities into the overall marketing strategy.

Prereq.: MKTG 3703; GPA of 2.5.

MKTG 4815 Marketing Research and Analytics 3 s.h.

Introduction to the major areas of marketing research. Problem definition, research design, gathering information and analysis to assist marketing management with the decision making process. Emphasis will be placed on using data and information in an applied context.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4825 Marketing Management 3 s.h.

Comprehensive study of the management functions in marketing including organization, planning, research, merchandising, sales, advertising and promotion, marketing channels, and control related to corporate policies and objectives. Management practices covering recruiting, selection, training, equipping, compensating, and supervising.

Prereq.: MKTG 3703, MKTG 3726 and GPA of 2.5; May be taken concurrently with MKTG 4815.

MKTG 4842 Special Topics in Marketing 1-3 s.h.

Topics vary each semester. Subject matter, number of credits, and prerequisites announced in advance of each topic. No more than one Special Topic per semester is permitted. May be taken twice with change of topic.

Prereq.: Permission of Chairperson; 2.5 GPA; junior standing.

MKTG 4842R Special Topics in Marketing Procurement 1-3 s.h.

Topics vary each semester. Subject matter, number of credits, and prerequisites announced in advance of each topic. No more than one Special Topic per semester is permitted. May be taken twice with change of topic.

Prereq.: Permission of Chairperson; 2.5 GPA; junior standing.

MKTG 4845 International Marketing 3 s.h.

Development of United States trade, foreign trade promotion, organization, export and import procedures and practices. Presented from the viewpoint of the international marketing manager who must recognize differences between markets in various countries as influenced by their particular cultural and economic environments.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4846 Marketing Channels and Logistics 3 s.h.

Consideration of the problems likely to arise in the planning for and movement of goods through channels of distribution from producer to end-user. Elements of the logistical system, including transportation modes, plant and warehouse location, and inventory size determinations. Behavioral and functional relationships with and between channel members in a supply chain.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4849 Export Strategy 3 s.h.

The student will learn how to manage and operate an export-based business. The focus will be on identifying local products, local companies, and an international opportunity to export by researching a specific market and working directly with a local firm.

Prereq.: MKTG 3703, GPA 2.5.

MKTG 4850 Marketing Internship 3 s.h.

Through employment with participating business organizations the student receives professional marketing experience. Candidates work for the entire semester at a local business organization under the direct guidance of a faculty advisor. Required paper at the end of the course on the relationship of marketing theory and practice.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4851 Services Marketing 3 s.h.

Cross-functional approach to the marketing of customer services in profit and non-profit organizations, including domestic and international opportunity analysis, customer analysis, financial analysis, strategy formulation, process and systems management, and quality improvement.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4852 Advanced Marketing Internship 3 s.h.

This course is an extension of MKTG 4850 Marketing Internship. It is designed to allow students to continue a current internship at a more advanced level or to engage in additional internship experience.

Prereq.: MKTG 4850; 2.50 GPA.

MKTG 4853 Sales Internship 3 s.h.

Through employment with a participating business organization the student receives professional sales experience. Candidates work for the entire semester at an approved business organization.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4870 Small Business/Entrepreneurship 3 s.h.

Study of the small business environment and the problems in starting a business. How small businesses apply the managerial functions in using their resources.

Prereq.: MKTG 3703.

Cross-listed: MGT 4870.

MKTG 4871 Small Business Enterprise 3 s.h.

Students work with actual problems faced by small businesses under faculty supervision. Problems are defined, analyzed, researched. Recommendations are developed and presented to clients for evaluation.

Prereq.: MKTG 3703.

Cross-listed: MGT 4871.

MKTG 4899 Marketing Independent Study 1-3 s.h.

This course will allow students to develop a topic of interest under the direct supervision of a marketing faculty member.

Prereq.: MKTG 3703 and 2.5 overall GPA.