

# DEPARTMENT OF MANAGEMENT AND MARKETING

Business and Public Administration (bpa) (<https://catalog.csub.edu/general-information/csub-information/school-business-public-administration/>)

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<http://www.csub.edu/bpa> (<http://www.csub.edu/bpa/>)

The Management and Marketing Department prepares students for careers in a variety of occupations, including: human resource positions like benefits or compensation specialists; logistics positions in warehousing, supply chain management, or transportation; a variety of management positions, marketing careers in sales, advertising, or product/brand management; or entrepreneurial opportunities in small business. In addition to responsibility for the coursework in these areas, this department is also responsible for the courses in the general business administration area.

## Courses

### MGMT 3000 Organizational Behavior (3)

Students are provided with theoretical and conceptual frameworks drawn from the social sciences for understanding human behavior in business organizations. Emphasis is placed on the application of these theories and concepts to management and behavioral issues in organizations. Topics include individual differences, perception, motivation, learning, groups, conflict resolution, communication, leadership, decision-making, diversity, organizational culture, international OB, politics, and ethics. MGMT 3000 may be taken as a corequisite with the lower division core. **Typically Offered:** Fall, Spring, Summer

### MGMT 3020 Introduction to Operations Management (3)

An introduction to the system for planning, operating, and controlling the processes that transform inputs into outputs of finished goods and services in both profit and nonprofit organizations. Topics include: operations strategy, operations technology, product and service design, project planning and scheduling, facility location planning, facility layout, materials management, Six Sigma, and quality management and control. Computer software is used to analyze operations management functions. Recommended: BA 3010.

**Typically Offered:** Fall, Spring

### MGMT 3080 Organization Theory & Design (3)

A study of the theories and research that explain why business organizations operate the way they do. A social system perspective is presented that views the business organization's external environment and structure as critical determinants of organizational effectiveness. Key department level and organizational level variables and models are studied with the goal of developing an understanding of the patterns and relationships among organizational dimensions such as strategy, structure, goals, size, technology, and external environment. Prerequisite: MGMT 3000.

**Requisite(s):** Prerequisite: MGMT 3000

**Typically Offered:** Spring

### MGMT 3090 Career and Managerial Skills (3)

This course focuses on developing and enhancing career and managerial skills that are of major importance for current and future career success. Specific skill areas include goal setting, time management, self-management, communication, decision making, motivation, delegation, team management, career planning, resume building, and interview skills. Prerequisite: MGMT 3000.

**Requisite(s):** Prerequisite: MGMT 3000

**Typically Offered:** Fall, Spring

### MGMT 3100 Human Resource Management (3)

This course provides an overview of the functional areas of Human Resource Management. The course begins by examining environmental factors such as legislation, organizational strategy, labor, and global issues. Next the HR process is examined-recruiting, training, compensation, benefits, performance appraisal, and termination. Throughout the course, students are provided with the opportunity to engage in HR practice and develop HR policy. Prerequisite: MGMT 3000.

**Requisite(s):** Prerequisite: MGMT 3000

**Typically Offered:** Fall, Spring

### MGMT 3400 Entrepreneurship (3)

This course fosters the acquisition of knowledge and skills needed to start a new venture. The student is required to assess his or her own entrepreneurial orientation and to formulate a realistic business plan for a new venture. Topic areas include self-assessment, identifying and evaluating new venture opportunities, obtaining capital, writing and presenting the business plan, and managing the emerging firm.

### MGMT 3450 Small Business Management (3)

This course is designed to facilitate the acquisition of knowledge and skills needed to manage an ongoing small business. The focus is on owner/manager decision-making. Topics covered include ownership, personal selling, advertising, sales promotion, financial analysis, record keeping, personnel management.

**Typically Offered:** Spring

### MGMT 3500 Agricultural Management (3)

This course will apply core management concepts and theories to agribusiness. The course content will center on aspects related to agribusiness planning, organizing, controlling, and directing. Topics will include (but are not limited to): raw material acquisition and planning, financial and operational forecasting, management control, and product marketing/sales/distribution. Cross listed as AGBS 3500 or MGMT 3500.

**Typically Offered:** Fall Even Year

**MGMT 4000 Strategic Management (3)**

The course serves dual purposes. The first is to introduce students to strategic management. The objective here is to see and practice how strategic decisions are made. Strategic management topics include external environments, industry and competitor analyses, resources and capabilities, corporate governance, strategy formulation, strategy implementation, strategy controls, mergers and acquisitions, strategic alliances and coalitions, and strategic corporate social responsibility. The second purpose is to integrate the tools of strategic management with the other core disciplines of the business major in order to understand and to make wise decision and ethical strategic decisions. Prerequisites: BA 3008 or ECON 3008, MGMT 3100 or ECON 4510, BA 3010, BA 3108, MGMT 3000, MGMT 3020, MIS 3000 or ACCT 3600, FIN 3000, and MKTG 3000.

**Requisite(s):** Prerequisites: BA 3008 or ECON 3008, MGMT 3100 or ECON 4510, BA 3010, BA 3108, MGMT 3000, MGMT 3020, MIS 3000 or ACCT 3600, FIN 3000, MKTG 3000.

**Typically Offered:** Fall, Spring

**MGMT 4050 International Management (3)**

An examination of contemporary issues related to managerial training, political structure, foreign receptivity to United States business, cultural factors, organizing, and controlling the international firm. Prerequisite: MGMT 3000.

**Requisite(s):** Prerequisite: MGMT 3000

**MGMT 4200 Compensation and Benefits Administration (3)**

This course is designed to provide the student with a practical and theoretical understanding of compensation and benefits from the perspectives of managers (who make reward decisions), employees (who receive the rewards and are the "customers" of the reward system), and human resource practitioners (who assist in the design and maintenance of reward systems). Topics include pay strategies, job evaluation, salary surveys, pay structures, pay banding, merit pay, skill-based pay, team-based pay, gain sharing, profit sharing, legally required benefits, health insurance, and retirement plans. Prerequisite: MGMT 3100.

**Requisite(s):** Prerequisite: MGMT 3100

**MGMT 4220 Staffing, Selection, and Workforce Development (3)**

This course is designed to provide the student with a practical and theoretical understanding of workforce planning, specifically the staffing and selection process and workforce development. Topics include current legal issues, interviewing methods, assessment centers, integrity testing, personality testing, psychological tests, validation methods, planning, and cost evaluation, as well as workforce training and development needs. Prerequisite: MGMT 3100.

**Requisite(s):** Prerequisite: MGMT 3100

**MGMT 4280 Current Topics in Human Resource Management (3)**

This course is about leading-edge topics in Human Resource Management. As the organization's requirements change, so must the skill set of the HR professional supporting that organization. Topics will include California labor laws, change management methodologies, benchmarking HR processes, reengineering human resources policies and procedures, and consultant roles. This course will rely primarily on research, case studies, and current labor law digest to develop these skills. Prerequisites: MGMT 3000 and MGMT 3100.

**Requisite(s):** Prerequisites: MGMT 3000 and MGMT 3100.

**Typically Offered:** Spring

**MGMT 4300 Negotiation, ADR, and Conflict Management (3)**

Comprehensive survey of current trends in the theory and practice of negotiation as a means of transacting business, including the resolution of conflict and reaching agreement. Principles of Alternative Dispute Resolution (ADR) will be introduced as a tool for resolving disputes by non-litigious approaches, such as third party intervention, mediation, arbitration, etc. Topics include: integrative and distributive methods; internal team management and pre-negotiation analysis; tactics and strategies; context and dynamics; diversity impact of culture, gender, and personality types; implementation, monitoring, and follow-up; and multilateral negotiation. Prerequisite: MGMT 3000

**Requisite(s):** Prerequisite: MGMT 3000

**Typically Offered:** Fall, Spring

**MGMT 4400 Logistics Management (3)**

This is an introductory survey course of the history, current issues, and basic principles of logistics. It will examine the basic activities of logistics operations, the role of information technology, benefits of strategic partnerships, procurement, customer service, warehousing, transportation, and regulation. All will be discussed within the context of globalization. Prerequisites: MGMT 3000 and MGMT 3020.

**Requisite(s):** Prerequisites: MGMT 3000 and MGMT 3020.

**MGMT 4450 Purchasing and Supply Chain Management (3)**

This is a survey course of the current issues and basic principles of purchasing and its role in the era of global supply chains. It will examine the traditional role of purchasing and supply management in cost containment and revenue enhancement. As well, the more recent responsibilities of environmental, social, political, and security concerns that have arisen with the expansion of supply chains into developing countries will also be examined. Prerequisites: MGMT 3000 and MGMT 3020.

**Requisite(s):** Prerequisites: MGMT 3000 and MGMT 3020.

**Typically Offered:** Spring

**MGMT 4600 Total Quality Management (3)**

This course uses an applied and theory based approach to introduce the core principles of TQM, the most common and current TQM practices/ techniques and how they relate to familiar management concepts. The course covers the concepts of customer-supplier relations, teamwork, and empowerment, and how TQM relates to topics such as organizational design and change, groups, leadership, and motivation. Students will learn how these principles and methods have been put into effect in a variety of organizations. Topics include: a review of contributions by Deming, Juran, Crosby and other, statistical aids, process control, quality teamwork, designing organizations for quality, strategic planning and total quality implementation, and quality leadership. Corequisite: MGMT 3020

**Requisite(s):** Corequisite: MGMT 3020

**Typically Offered:** Spring

**MGMT 4770 Selected Topics in Management (3)**

This course provides an opportunity to present an in-depth study of selected management subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated for credit with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MGMT 4850 Individual Study (1-3)**

Individual supervised projects or directed reading projects for students qualified to carry on independent work. Prerequisite: Permission of the instructor and department chair. Up to 3 units may be used to satisfy elective degree requirements. Department determines application and number of units. Note: To count for graduate elective credit and maintain graduate course standards, 4000-level courses must be augmented with additional work. May be repeated for credit up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MGMT 4860 Internship in Management (3)**

This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 3 units through internships. Offered on a credit, no-credit basis only. May be repeated up to a maximum of 15 units.

**Repeatable for Credit:** Yes, up to 15 units

**Typically Offered:** Fall, Spring, Summer

**MGMT 6000 Organizational Theory and Design (3)**

This is a study of the theories and research that explain why business organizations operate the way they do. A social systems perspective is presented that views the business organization's external environment and structure as critical determinants of organizational effectiveness. Key department-level and organizational-level variables and models are studied with the goal of developing an understanding of the patterns and relationships among organizational dimensions such as strategy, goals, size, technology, and external environment. The case method is used extensively to develop skill in diagnosing and solving organizational design problems.

**MGMT 6020 Operations Management (3)**

This course is an examination of principles related to effective utilization of factors of production in manufacturing and non-manufacturing systems. This course uses extensive readings and case studies to define and analyze problems of productivity improvement, production planning, inventory management, quality control, system design and implementation from the operating manager's perspective. Issues in management of technology-based organizations, capacity planning, scheduling, facilities design, operations strategy in services, and supply chain management will also be explored.

**MGMT 6040 Advanced Organizational Behavior (3)**

This course provides a review and extension of the basic theoretical and conceptual framework necessary for making sense out of behavior in organizations. The emphasis is on applying theory and concept to management, particularly in business organizations. Topics include: individual differences, perception, learning, motivation, group dynamics, communication, leadership, conflict management, organizational structure, organizational culture, and change management. Application is made through case studies, analysis of video clips, and through group and classroom discussions.

**Typically Offered:** Spring Even Year

**MGMT 6050 Managerial Skills (3)**

This course focuses on developing and enhancing managerial skills that are of major importance for current and future career survival and success. Specific skill areas include: self-management, communication, decision making, motivation, delegation, team management, diversity management, negotiation, organizational politics, and change management. The course is primarily experiential in nature with skill assessments, exercises, role-play, case studies, and group discussion activities being the primary learning tools. Relevant literature from the behavioral sciences will provide a knowledge base for skill development.

**Typically Offered:** Spring

**MGMT 6090 International Management with International Study Tour (3)**

This course provides an overview of some issues facing managers in today's global environment along with a short term immersive experience in a foreign country. In class, we examine the cultural, administrative, geographic, and economic differences facing managers operating across international landscapes. While on the tour, students will visit a wide variety of sites and will meet with representatives of businesses and other organizations. We will discover differences across culture, management, labor and government. Locations will vary.

**MGMT 6100 Human Resource Management (3)**

This course provides the graduate level students with the background knowledge and practice in the human resource management (HRM) profession, which is applicable to all supervisors, managers, and leaders. The course gives students an overview of the functional areas of HRM, including recruiting, training, compensation, benefits, performance appraisal, and termination. Knowledge and skills obtained from this course will help students better understand the HR systems in their current or future workplaces and enable them to make better decisions about HR issues that they confront.

**Typically Offered:** Spring Odd Year

**MGMT 6110 Negotiations and Conflict Resolution in Organizations: Theories, Skills, & Applications (3)**

Mediation and arbitration will be introduced as tools for resolving disputes. Active listening techniques will be discussed and practiced for improved listening skills. Conflict management in the workplace and public will be researched, analyzed, and reported on. These life-long learnings will be accomplished via case studies, exercises, and role plays while studying managerial behaviors and decision-making processes involved in conflict management. The culminating exercise is to arbitrate a public employment employee termination case. Prerequisites: MGMT 6100 or MGMT 6050 or approved by the instructor.

**Requisite(s):** Prerequisites: MGMT 6100 or MGMT 6050 or approved by the instructor.

**Typically Offered:** To Be Determined

**MGMT 6120 Seminar in Strategic Human Resource Management (3)**

Students will analyze different processes strategically manage human capital. This class utilizes contemporary case studies and methods to improve organizational effectiveness. These include HR based change management methods, process mapping of HR processes, utilization of Human Resource information Systems (HRIS) to perform data analytics, and analysis of Peer Reviewed Academic publications on the subject. Prerequisite: MGMT 6100 or PPA 6100 or HCA 6610 or by approval of the instructor.

**Requisite(s):** Prerequisite: MGMT 6100 or PPA 6100 or HCA 6610 or by approval of the instructor.

**Typically Offered:** Spring

**MGMT 6200 Managing Small Business Enterprises (3)**

This course is designed to provide the student with a practical and theoretical understanding of compensation and benefits from the perspectives of managers (who make reward decisions), employees (who receive the rewards and are the "customers" of the reward system), and human resource practitioners (who assist in the design and maintenance of reward systems). Topics include pay strategies, job evaluation, salary surveys, pay structures, pay banding, merit pay, skill-based pay, team-based pay, gain sharing, profit sharing, legally required benefits, health insurance, and retirement plans.

**Typically Offered:** Fall Even Year

**MGMT 6450 Small Business Management (3)**

This course is designed to facilitate the acquisition of knowledge and skills needed to manage an ongoing small business. The focus is on owner/manager decision-making. Topics covered include ownership, personal selling, advertising, sales promotion, financial analysis, record keeping, personnel management, and the like.

**Typically Offered:** Fall Even Year

**MGMT 6500 Global Operations Management (3)**

This course introduces students to a conceptual framework which will help them recognize and meet international operations management challenges. It studies issues relating to global sourcing and logistics, and manufacturing competencies of different nations. Topic areas include: strategic planning for global competitiveness, managing global facilities, managing global supply chains, building a strategic alliance, coordinating international manufacturing and technology, and overcoming the limits to global operations project.

**Typically Offered:** To Be Determined

**MGMT 6510 Lean Six Sigma (3)**

This course will provide students with the basics of lean six sigma, a powerful and popular management tool for process and quality improvement. By the end of the course, students will have been provided with the body of knowledge required to pass green belt certification. The DMAIC process, including statistical methodology, along with lean techniques, will be explained. An in-class LSS project will allow students to hone their knowledge.

**Typically Offered:** To Be Determined

**MGMT 6520 Project Management (3)**

This course examines the process and practice of project management (PM) as a key enabler to today's business environment. Several factors that influence PM such as business structure, organizational culture, leadership and team dynamics, financing, project selection, risk management, and tools and techniques of project execution will be addressed. The course is designed to explore PM end-to-end and present tools and techniques influencing a project from initiation to close out. It is designed to provide students with an overview of the PM process followed by an in-depth examination of the activities needed to successfully initiate, plan, schedule, and control the cost, schedule and content factors of a project.

**Typically Offered:** To Be Determined

**MGMT 6530 Logistic Strategy & Management (3)**

The aim of this course is to develop understanding the concepts and principles of logistics in the context of supply chain management. Topics include inventory management, information systems, transportation, warehousing, and supply chain strategy. Emphasis will be placed on challenges related to providing logistical support for procurement and distribution.

**Typically Offered:** Spring

**MGMT 6540 Purchasing, Sourcing and Contract Management (3)**

This course introduces broad concepts, processes, and business practices in purchasing and sourcing management. Focus is on the analysis of supply markets and the selection of suppliers. Topics include purchasing process, supplier evaluation and selection, supplier quality management, global sourcing, cost and price management, negotiation, contract management, and purchasing ethics.

**Typically Offered:** Spring

**MGMT 6550 Data Analytics (3)**

Issues and methods involved in conducting business research will be explored. Students will learn to collect, analyze, and interpret data using software. Multivariate and nonparametric techniques in data analytics will be covered. Course emphasis and student projects entail the use of statistics to aid in managerial decision-making.

**Typically Offered:** To Be Determined

**MGMT 6570 Advanced Reading in Management (3)**

This course will develop skills in graduate students to support continued professional and academic development beyond their current degree program. While traditional college learning is focused on textbooks, the knowledge that is presented in these books typically first appeared in academic journals and books produced by researchers for the professional public. The purpose of this course is to introduce graduate students to this type of literature and to enhance their ability to critically read, evaluate and learn from this literature. The format of the course is that of a seminar, requiring extensive reading and preparation before class in order to facilitate in depth analysis and discussion during class.

**Typically Offered:** To Be Determined

**MGMT 6770 Selected Topics in Management (1-3)**

Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MGMT 6800 e-Business: Challenges and Opportunities (3)**

This course provides students with a conceptual framework for understanding the challenges and opportunities that face e-Business systems. The course is cross-functional, decision focused, and strategic in its orientation. Different types of e-Business applications are analyzed based on web site reviews and case studies. The course includes a practicum in which teams of students build a prototype e-Business system. Specific topics covered include the integration of supply chain management and e-Business, e-procurement, selling, chain management, enterprise resource planning, collaborative computing technologies, virtual team management, considerations for hardware and software development and/or purchasing, controlling e-Business cost, quality, and risks, and the legal and social environment of e-Business.

**Typically Offered:** To Be Determined

**MGMT 6850 Individual Graduate Study in Management (1-3)**

Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 3 semester units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar). May be repeated for a maximum of 20 units.

**Repeatable for Credit:** Yes, up to 20 units

**Typically Offered:** Fall, Spring

**MGMT 6900 Strategic Management (3)**

Strategy may be defined as the framework for making decision about how to best compete in life, sport, war, and business. Strategic management, then, is both an integration of the various other functions learned within the program such as operation, human resource management, marketing, accounting, and finance, but is also a separate discipline itself. The successful top management team (TMT) in any sized organization will use it to achieve organization-wide performance and consider a broad range of stakeholders. In this course, we will learn and use the tools of strategic management and will integrate knowledge from other disciplines so as to gain insight and practice in strategic management applied to various situations and realms. Prerequisites: FIN 6000, ACCT 6200, MGMT 6020, MKTG 6000, MKTG 6050 or MGMT 6100.

**Requisite(s):** Prerequisites: FIN 6000, ACCT 6200, MGMT 6020, MKTG 6000, MKTG 6050 or MGMT 6100.

**Typically Offered:** Fall, Spring

**MIS 2000 Software Productivity Tools (1)**

This course examines quality data management practices using Microsoft Excel and is a pre-requisite for many majors and concentrations in Business, Economics, and other programs. It is designed to prepare students for both upper-level coursework and employment in a business setting after college.

**Typically Offered:** Fall, Spring

**MIS 3000 Management Information Systems: Concepts and Applications (3)**

This course will provide an overview of the computer-based information systems, their components, and the process of development and implementation. The role of information systems will be taught from an interdisciplinary perspective. A heavy emphasis will be given to information management, database design, collection and manipulation of data, sharing data among the functional areas and relational database concepts. New developments in MIS and how they affect the functional areas of business that improve the competitiveness of a business organization will be explored and developed. Issues such as decision support systems, geographic information systems and group support systems will be explored. Prerequisite: Completion of Business Administration Lower Core (BALC).

**Requisite(s):** Completion of Business Administration Lower Core.

**Typically Offered:** Fall, Spring

**MIS 3200 Introduction to Geographic Information Systems (3)**

An introduction to the basic principles of Geographic Information Systems (GIS) with applications to a variety of problems using established data sources. The course includes fundamental principles of cartographic design and communication. Students are expected to become proficient users of ArcView GIS Software package. Lab sessions cover step-by-step GIS practice in the real world, including working with private or public domain data, importing data into GIS, creating a GIS database, performing spatial analysis with tools, building GIS models, and presenting results. Business and public sector applications. Prerequisites: MIS 2000, ECON 3030, or equivalent. Cross-listed as ECON 3200 or MIS 3200.

**Requisite(s):** Prerequisite: MIS 2000 and ECON 3030.

**Typically Offered:** Spring

**MIS 3300 Systems Analysis and Design (3)**

The analysis and design of computer-based information systems. The systems development life cycle will be emphasized. Tools such as data flow diagrams, layout charts, decision tables and computer-aided software engineering will be utilized. Students will analyze a real-life business problem and design a computer based solution. Prerequisite: MIS 3000 or equivalent.

**Requisite(s):** Prerequisite: MIS 3000 or equivalent.

**MIS 3400 Fundamentals of Database Systems (3)**

This course introduces the fundamental concepts and applications of relational database systems, as well as basic knowledge of Geo-database systems. Students will gain an understanding of the relational model and SQL, as well as the entity-relationship diagram for database modeling. The concepts and tools of database design will be stressed. Students will be required to use various tools (i.e., CASE) for instruction and assignments. Prerequisite: MIS 3000.

**Requisite(s):** Prerequisite: MIS 3000.

**MIS 4100 Information Security and Privacy (3)**

This course introduces the fundamental concepts and theories of information security and privacy. It explores the organizational, legal, and global issues as they relate to privacy and security. The course investigates various security issues and measures for computers and network systems. Malware, spyware, viruses, and worms will be reviewed, and biometric and non-biometric security measures will be explained. Also, the privacy on the Internet will be thoroughly examined and major privacy laws will be discussed. HIPPA and HITEC in health care industry will be reviewed. The course outlines a comprehensive security and privacy policy that organizations could use in order to minimize security and privacy risks. Prerequisite: MIS 3000

**Requisite(s):** Prerequisite: MIS 3000 or permission of the instructor.

**Typically Offered:** To Be Determined

**MIS 4400 Principles of Big Data and Analytics (3)**

The key objectives of this course are two-fold: (1) to provide you with a theoretical and practical understanding of core business analytic concepts and techniques; and (2) to provide you with hands-on experience in applying these techniques to practical real-world business problems using commercial business analytic software tools. As an applied course, the emphasis will be less on the inner working of each method and more on when and how to use each technique and how to interpret the results. Prerequisite: MIS 3000.

**Requisite(s):** Prerequisite: MIS 3000.

**Typically Offered:** Spring

**MIS 4770 Special Topics in Management Information Systems (3)**

This course provides an opportunity to present an in-depth study of selected management information systems subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated for credit with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MIS 4860 Internship in MIS (1-3)**

This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 5 units through internships. Offered on a credit, no-credit basis only. Prerequisite: MIS 3000 or permission of the instructor. May be repeated for credit up to a maximum of 6 units.

**Requisite(s):** Prerequisite: MIS 3000 or permission of the instructor.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MIS 6100 Information Systems for Leaders (3)**

Information and information systems (IS) are vital organizational resources and constitute an integral part of managerial decision making. It is important to understand how managers can effectively utilize IS to achieve organizational goals. The objective of this course is to train students to identify, understand, and resolve managerial issues surrounding the use and management of IS in organizations. The course adopts the perspective that, in a world where the half-life of a particular hardware or software technology is often measured in months, developing intuitions about the core concepts to assess and deploy Information Systems is more valuable to future managers than learning the intricate details of a specific technology. The focus of the course is to develop - through cases, lectures, discussions, examples, application development assignments, and a system analysis and design project - insights into when and how MIS can be used to create and enhance an organization's competitive advantage.

**Typically Offered:** Summer

**MIS 6300 Applied Decision Support and Expert Systems (3)**

This course will provide an overview of decision support (DSS) and expert systems (ES) with specific focus on their conceptual models; the inter-relationship between DSS and ES, and their architectures. Specifically, this course will focus on the use of decision support technologies for future executives. A variety of scenarios related to the future of decision support and expert systems technologies will be examined. New technologies from the growing field of applied artificial intelligence (AI) will also be explored. Finally, students will design and implement small-scale decision support and executive information systems using commercial software.

**Typically Offered:** Spring Even Year

**MIS 6770 Selected Topics in MIS (1-3)**

Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated for credit with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MIS 6850 Individual Graduate Study MIS (1-3)**

Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 3 semester units may be used to satisfy degree requirements. May be repeated for credit up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MKTG 3000 Marketing Principles (3)**

A study of the nature and role of marketing in advanced economies in a managerial context presented in a lecture, case, and applied format. Analysis of consumer wants, motivation and purchasing power, and introduction to and development of effective mixes among product, pricing, distribution, and promotional variables. Internet and e-commerce issues are also discussed. MKTG 3000 may be taken as a corequisite with the lower division core.

**Requisite(s):** Completion of Business Administration Lower Core (BALC) or Grad Conditionally Classified.

**Typically Offered:** Fall, Spring

**MKTG 3010 Consumer Behavior (3)**

An analysis of the individual and aggregate market behavior of consumers and of the use of theoretical and empirical consumer information in developing marketing policy and strategy. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring

**MKTG 3020 Advertising & Public Relations (3)**

An integrated approach to planning and creating the firm's total marketing communications program, primarily advertising, sales promotion, public relations, and Internet advertising. Surveys the entire field of promotion in its social and management context and develops the creative approach, strategy, and tactics necessary to realize the objectives of the marketing program. Emphasizes student participation through cases and projects; also the application of quantitative statistical and qualitative research techniques to formulate and evaluate communications plans. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**MKTG 3040 Professional Selling (3)**

Study of professional selling process as marketing activity. Topics include understanding buyer/consumer behavior, communication, relationship building. Students will be trained in tools for effective professional selling or other persuasive business interactions. Skills include finding leads, qualifying prospects, determining needs, developing and delivering sales presentations, overcoming objections, closing sales, and post-sales support. Role-playing is an integral part of the course. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Fall Odd Year

**MKTG 3150 Professional Self-Presentation (1)**

Graduating students, both business majors and non-business majors, need to be able to present themselves well in order to succeed, regardless of their career path. Reports from recruiters indicate that students often come ill prepared to job interviews. This course will help students learn to more effectively promote themselves by making good first impressions and by using proper etiquette, good conversational skills, proper grammar, and effective body language.

**Typically Offered:** Spring Even Year

**MKTG 3510 Agricult Mktg Planning & Prac (3)**

Core marketing concepts applied to agriculture and the food system. Considers the conceptual foundations of effective marketing and industry practices by growers, processors and packagers, distributors, brokers, agents, and retailers. Imparts a forward-looking global perspective by incorporating research findings, technology trends, and international marketing strategies. Incorporates business cases, simulated decision scenarios, guest speakers, and field projects involving local enterprises. Ethical issues are considered and marketing strategies analyzed in the context of customer objectives and stakeholder concerns. Cross listed as AGBS 3510

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** To Be Determined

**MKTG 4000 Marketing Research and Control (3)**

The course provides a fundamental understanding of marketing research and analysis methods. Students will work on real-world case studies and projects and learn how to drive successful product and service design with marketing data and metrics. Topics may include problem formulation, exploratory analysis, primary and secondary data analysis, sampling, experimental design, perceptual mapping, segmentation analysis, CRM, and interpretation and reporting of results. Emphasis is placed on critical analysis of marketing problems as well as quantifying the impacts of marketing inputs on sales and financial performance. Prerequisites: MKTG 3000 and BA 3010.

**Requisite(s):** Prerequisite: MKTG 3000 and BA 3010.

**Typically Offered:** Fall Odd Year

**MKTG 4050 Sales Management (3)**

Recruitment, hiring, training and retention of salespersons. Providing analytical skills related to sales planning, analysis and control, sales forecasting, and estimating the profitability of the sales generated and potential sales. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring

**MKTG 4060 Marketing Channels (3)**

Learn to use business intelligence (BI) to support marketing decision-making for multi-channel marketing. Examine strategies to turn business intelligence into market insights. Gain proficiency in visualizing, presenting, and understanding data from supply chains, marketing channels, and retail channels. Understand how to make informed marketing decisions in driving web traffic, leads, conversions, sales, revenue, and growth. Tie in the content learned in marketing research and analytics and digital marketing tools and technologies to efficiently drive multi-channel decisions. Prerequisites: BA 3010 and MGMT 3020 and MKTG 3000.

**Requisite(s):** Prerequisite: BA 3010 and MGMT 3020 and MKTG 3000.

**MKTG 4100 Digital Marketing (3)**

This course gives students the theoretical and practical understanding of the online and social marketplace necessary to adapt to its many changes while equipping them with the skills they need to perform vital daily functions. By the end of the course, students will be able to learn the basics of web design, web analytics, search engine optimization (SEO), influencer marketing, social media, online communications, email marketing, brand management, Artificial Intelligence (AI) in marketing, and key performance indicators (KPI). Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Fall Even Year

**MKTG 4200 Global Marketing (3)**

Analysis of the development of international marketing strategies and programs from the determination of objectives and methods of organization through execution of research, advertising, pricing, distribution, financing, and human resource management activities. Emphasis on the design of optimal strategies under varying physical, economic, political, social and cultural environments and specific marketing situations. Case analysis. Prerequisite: MKTG 3000

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring Odd Year

**MKTG 4300 Services Marketing (3)**

An intensive study of the concepts, practices, and development of strategies involved in marketing of services. The course will focus on the unique aspects of services marketing, such as demand management and quality control, and will cover a wide variety of services, including professional and business services. A case analysis approach will be used. Prerequisite: MKTG 3000

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring Odd Year

**MKTG 4770 Special Topics in Marketing (3)**

This course provides an opportunity to present an in-depth study of selected marketing subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated for credit with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MKTG 4850 Individual Study (1-3)**

Individual supervised projects or directed reading projects for students qualified to carry on independent work. Prerequisite: Permission of the instructor and department chair. Up to 3 units may be used to satisfy elective degree requirements. Department determines application and number of units. Note: To count for graduate elective credit and maintain graduate course standards, 4000-level courses must be augmented with additional work. May be repeated for credit up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MKTG 4860 Internship in Marketing (3)**

This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 3 units through internships. Offered on a credit, no-credit basis only. May be repeated up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MKTG 4900 Marketing Planning and Problem Solving (3)**

Focuses upon formal marketing planning and analysis of problems facing the marketing executive. Practical case studies utilized for the identification and analysis of marketing problems, selection and evaluation of alternative solutions and plans, and implementation of recommended strategies. The course integrates all aspects of marketing, business and quantitative theory into strategic policy-making, including Internet marketing and e-commerce. Prerequisites: MKTG 3000 and two additional Marketing courses selected from the following: MKTG 3010, MKTG 3020, MKTG 3040, MKTG 4050, MKTG 4060, MKTG 4100, MKTG 4200, MKTG 4300 or permission of the instructor.

**Requisite(s):** Prerequisites: MKTG 3000 and two additional Marketing courses selected from the following: MKTG 3010, MKTG 3020, MKTG 3040, MKTG 4050, MKTG 4060, MKTG 4100, MKTG 4200, MKTG 4300 or permission of the instructor.

**Typically Offered:** Spring

**MKTG 6000 Marketing Management (3)**

This course presents development of marketing strategy for the organization and design of integrated product/service, promotion, and distribution programs utilizing systems analysis. It includes intensive analysis of management's marketing problems, including market analyses, pricing, channels of distribution, promotion, competition, product strategies, and marketing research. Applications are emphasized to include research, quantitative, and business analytical techniques through the development of case and project assignments.

**Typically Offered:** Summer

**MKTG 6010 Consumer Behavior (3)**

This course involves intensive analysis of behavioral science concepts, theories, and current empirical research in buyer behavior. The research orientation of the course requires developing an understanding of statistical tests and research designs currently employed in buyer behavior. Equal emphasis is placed on developing creative marketing strategy and programs on the basis of such research. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Spring Odd Year

**MKTG 6020 Advertising and Public Relations Strategy (3)**

This course regards the development of communications strategy necessary to fulfill the objectives of the marketing program through intensive analyses of situational and primary information, target market(s), creative objective(s), media selection and scheduling, sales promotion, public relations, budgeting and program evaluation. It includes qualitative, statistical, financial, and computer applications. The course integrates theory with case analyses and the development of a comprehensive marketing communications plan. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6040 Services Marketing (3)**

This course is an investigation into and analysis of the complexities and unique aspects of marketing services contrasted to the marketing of tangibles. Special attention will be given to creating effective customer service, demand management, and quality control. The case study method will be utilized. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6060 Marketing Channels and Logistics (3)**

A study of the distribution functions including retail management, supply chain management, inventory management, transportation, and e-marketing distribution strategies. Includes study of relationship building with channel partners, channel leadership, and integrated channel strategies. Course work will include group projects and case studies. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Spring Odd Year

**MKTG 6100 Global Marketing (3)**

This is a study of current global marketing status in industrialized, newly industrialized (NICs) countries, emerging democracies, and the developing world in a dynamic environment of changing communication technologies. Discussion of research techniques one should use in selecting the countries, entry strategies, and developing the right marketing mix and strategies to meet the needs of the countries selected. Marketing management techniques to be used keeping in mind the degree of literacy, economic, legal, political, and socioeconomic environmental variables. Developing and implementing global marketing strategies during the 21st century in an environment in which the countries around the world are grouping into trading blocks like the European Economic Community and NAFTA. Extensive use of library resources, case studies, and empirical research projects. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6550 Social Media Marketing (3)**

Social media marketing course is designed to provide students with an understanding of the strategic approaches, and actionable tactics using available digital/mobile platforms and devices to harness data analytics for achieving brand community advantages. Since social media is heavily technology-driven, the course will also cover related aspects of electronic and mobile commerce and marketing. This course intends to help students understand the social media landscape and how to approach it strategically. Students will be trained to develop and evaluate social media marketing campaigns using basic analytical tools. Prerequisites: MKTG 6000, or instructor permission.

**Requisite(s):** Prerequisites: MKTG 6000, or instructor permission.

**Typically Offered:** Fall, Spring

**MKTG 6600 Digital Marketing (3)**

This course provides students with a strong foundation in digital marketing knowledge as well as skills in analytics. Students are equipped with cutting edge digital marketing techniques to identify, understand, and cultivate relationships with customers in the digital environment. Course description edited: Topics might include marketing metrics, multi-channel marketing, SEO, web analytics, Google Analytics, Google Ads, dashboard design, e-marketing strategies, social media marketing, BI platforms and applications, integrated channel decision-making using data, and other applications as they are developed. Prerequisite: MKTG 6000, HCA 4260, or permission of the instructor.

**Requisite(s):** Prerequisite: MKTG 6000, HCA 4260, or permission of the instructor.

**Typically Offered:** Spring

**MKTG 6770 Selected Topics in Marketing (1-3)**

Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring



**MKTG 6850 Individual Graduate Study Marketing (1-3)**

Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 3 semester units may be used to satisfy degree requirements. May be repeated for credit with different topics up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

## Faculty

**Faculty:** A. Agarwal, A. Amaya, H. Bidgoli, E. Carter, J. Chen, M. Choi, Y. Choi, M. Hur, K. Mishkind, D. Olson, S. Pak, L. Paris, A. Poushneh, S. Sarma, T. See, P. Sigdya, J. Stark, J. Tarjan, M. Way, J. Woods, Z. Xu