

MANAGEMENT AND MARKETING

FACULTY

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Requirements for the Majors offered by the Management and Marketing Department. Students complete the business foundation courses and a major in international business, luxury brand marketing and management, management, or marketing. No grade below C- will be accepted to fulfill major requirements or in any foundation course.

Double-counting restriction: no student may have more than one major in the Sigmund Weis School of Business. Students who wish to study an additional subject area of the Weis School's curriculum should consult their advisor about declaring an academic minor.

Business Foundation Courses

Year 1

4 or 2 MGMT-102 Global Business Perspectives or MGMT-138 Fundamentals of Business
4 ECON-201 Principles of Macroeconomics
4 ECON-202 Principles of Microeconomics
4 MGMT-202 Business Statistics
or MATH-108 Introduction to Statistics
or MATH-180 Statistical Methods
or PSYC-123 Statistics for the Behavioral Sciences

Year 2

4 INFS-174 Data Collection and Modeling
4 ACCT-200 Financial Accounting
4 ACCT-210 Legal Environment
2 INFS-233 Data-Driven Decision Making
4 MGMT-240 Principles of Management
4 MKTG-280 Marketing
2 MGMT-105 Introduction to Professional Development

Year 3

4 ACCT-330 Managerial Accounting
4 FINC-340 Corporate Financial Management

Year 4

4 INFS-472 Data Insight and Visualization
4 MGMT-400 Business Policy and Strategy
4 MGMT-404 Global Business Ethics

No grade below a C- will be accepted toward graduation for foundation courses; upon earning a grade below C- in a foundation course, the student must retake the course the next semester in which it is offered. The course descriptions listed later in the catalog identify prerequisites, and these suggest a certain degree of order in completing the foundation. In addition to the foundation, first-semester business students enroll in MGMT-102 Global Business Perspectives (four semester hours), which provides an introduction to liberal studies and college life, as well as an overview of business functional areas, career opportunities and the Sigmund Weis School curriculum. This course satisfies the Perspectives requirement of the Central Curriculum.

LEARNING GOALS:

- Demonstrate an understanding of major organizational behavior/general management concepts, theories, and their applications (such as motivation, teams, and decision making).
- Demonstrate an understanding of the role of leadership in organizations both at the micro level (individual, teams) and at the macro level of organizations (e.g., strategic management, organizational structure).
- Demonstrate an understanding of how business management concepts relate to service to others, organizational social responsibility, governmental policies.

INTERNATIONAL BUSINESS

International Business Major. International Business majors develop the cross-cultural and business skills to effectively manage all types of enterprises in a global environment as well as prepare local and national organizations to expand across international borders. This major integrates both a theoretical and applied background in International Business. Students are required to complete an International Internship which enables them to experience first-hand, the differences and challenges in working in a foreign environment while developing an understanding and appreciation of other cultures. This major is intended for students who want to actively participate in our diverse, dynamic and interdependent global economy. The international business major requires completion of the business foundation, an internship in a foreign country and completion of the following classes:

2	MGMT-315 Global Supply Chain Logistics
4	MGMT-350 International Business
4	ECON-338 International Political Economy
2	MGMT-410 International Management
2	MKTG-317 International Marketing
2	MGMT-466 Negotiations
0-4	International Internship (uncredited, or students may choose to apply an additional 2-4 semester hours beyond what is required for the major)
4	semester hours selected from the following courses:
4	POLI-320 African Politics
4	POLI-321 European Union
4	POLI-331 American Foreign Policy
4	POLI-334 International Organizations and Law

LUXURY BRAND MARKETING & MANAGEMENT

Luxury Brand Marketing and Management Major. From family businesses to international conglomerates, luxury goods and services provide global management challenges and opportunities. Luxury goods and services are rapidly expanding markets and include everything from athletic teams, sports cars, and resorts to the fashion and jewelry industries. Students in this major study the business models and unique marketing strategies that are often counter-intuitive but integral to the successful management and marketing of luxury brands. Students will develop an advanced awareness of consumer behavior and consumer relationship management and learn to apply effective strategic marketing

techniques to this fiercely competitive market. The increasing focus on sustainability, the impact of today's international economy, and the unique legal issues involved in the luxury sector are key to understanding this sector of goods and services.

The goal of the luxury brand marketing and management major is to assist students with gaining the knowledge and skills to develop a global vision of the business, leadership, marketing, and managerial abilities to manage successfully a luxury brand.

The luxury brand marketing and management major requires completion of the business foundation and the following courses:

- 4 LBMM-216 Introduction to Luxury Brand Marketing and Management
- 4 LBMM-316 Advanced Luxury Branding
- 4 LBMM-385 Retail & Visual Merchandising
- 2 MKTG-317 International Marketing
- 4 MKTG-382 Consumer Behavior

4 semester hours chosen from the following:

- 4 COMM-418 Advertising Campaigns
- 4 MKTG-381 Marketing Research
- 4 MGMT-416 Intellectual Property and Business
- 2 MKTG-486 Topics in Marketing
- 4 MKTG-488 Strategic Marketing and Analysis
- 4 MGMT-350 International Business

MANAGEMENT

Management Major. Management majors learn how to plan, organize, lead and control business operations. This includes the ability to manage people and relationships in for-profit and non-profit organizations and grow business opportunities. This major provides a broad background in management and is intended for students who wish to manage and lead organizational activities. The management major requires completion of the business foundation and the following coursework:

- 4 MGMT-360 Management and Organizational Behavior
- 4 MGMT-361 Human Resource Management
- 4 MGMT 373 Managing for Sustainability
- 2 MGMT-379 Business-Government Relations
- 2 MGMT-466 Negotiations

And 8 semester hours chosen from the following:

- 4 MGMT-290 Non-Profit Management
- 4 MGMT-350 International Business
- 4 MGMT-333 New Ventures
- 2 MGMT-351 Seminar in European Business Operations
- 2 MGMT-410 International Management
- 2-4 MGMT-503 Internship

Double-counting restriction: courses that fulfill the electives for the major in Management may not also be used to satisfy requirements of minors offered by the Sigmund Weis School of Business.

MARKETING

Marketing Major. Marketing involves managing the interface between an organization and its customers by determining their needs and behaviors and delivering need-satisfying value to them while meeting the organization's goals. Marketing has a fundamental role in virtually all business decisions and in directing the efforts of customer-driven organizations. Marketing is essential not only to retailers, wholesalers and manufacturers, but also to attorneys, accountants, museums, hospitals, colleges, and performing arts and political action groups.

The marketing major requires completion of the business foundation and 22 semester hours as follows:

- 2 MKTG-317 International Marketing
- 4 MKTG-320 Digital Marketing
- 4 MKTG-381 Marketing Research
- 4 MKTG-382 Consumer Behavior
- 4 MKTG-488 Strategic Marketing and Analysis

At least 4 semester hours chosen from the following:

- 4 LBMM-216 Introduction to Luxury Brand Marketing and Management
- 4 LBMM-316 Advanced Luxury Branding
- 4 LBMM-385 Retail & Visual Merchandising
- 4 COMM-418 Advertising Campaigns
- 4 MGMT-416 Intellectual Property and Business
- 2 MKTG-486 Topics in Marketing
- 4 PSYC-230 Social Psychology

Minor in Business Administration. The minor in business administration requires six to eight courses totaling at least 24 semester hours. The minor in Business Administration is not available to students in the Sigmund Weis School of Business.

To complete the minor, students must have a GPA of at least 2.00 and no grade below C- in courses chosen from the following:

- 4-8 ECON-105 Elements of Economics, or both ECON-201 Macroeconomics and ECON-202 Microeconomics
- 4 ACCT-200 Financial Accounting
- 4 MGMT-202 Business Statistics
- or MATH-108 Introduction to Statistics
- or MATH-180 Statistical Methods
- or PSYC-123 Statistics for the Behavioral Sciences

At least 12 semester hours from the following:

- 4 MKTG-280 Marketing
- 4 MGMT-240 Principles of Management
- 4 FINC-340 Corporate Financial Management
- 4 MGMT-360 Management and Organizational Behavior

Minor in Entrepreneurship and Innovation. Entrepreneurship is important to the overall economic future of our society, as well as being a leading area of interest to students. The creation of new products, services, jobs, business, and, in fact, entire industries is more dependent upon entrepreneurship today than it ever has been in the past. The importance of entrepreneurship has become more widely acknowledged and understood, generating enormous opportunities for entrepreneurial thinking and considerable interest in the field by students and educators. To complete the minor students must have a GPA of at least 2.00 in the minor coursework and must complete the following courses with grades of C- or higher.

- 4 MGMT-230 Exploring Entrepreneurial Opportunities
- 4 MGMT-333 New Ventures: Start-Up to Exit
- 4 MGMT-434 Entrepreneurial Experience
- 4 MGMT-437 Sustainable Entrepreneurship

Minor in Management. The minor in Management provides an opportunity for students to gain a business minor with a focus on the management of people and resources. This important functional area of business is currently provided as a major within the department but in using the courses already being offered, this minor widens the access to both SWSB majors (excluding Management majors) and students throughout the campus that would be interested in management as an additional skill set to their liberal arts and science major. To complete the minor students must have a GPA of at least 2.00 and no grade below C- in courses outlined below.

- 4 MGMT-240 Principles of Management
 - 4 MGMT-360 Management and Organizational Behavior
 - 4 MGMT-361 Human Resource Management
 - 4 MGMT-373 Managing for Sustainability
 - 2 MGMT-466 Negotiations
 - 2 MGMT-379 Business-Government Relations
- Or
- 2 MGMT-410 International Management

And 4 semester hours chosen from the following:

- 4 MGMT-290 Non-Profit Management
- 4 MGMT-350 International Business
- 4 MGMT-333 New Ventures
- 4 MGMT-351 Seminar in European Business Operations
- 2-4 MGMT-503 Internship

Double-counting restriction: only 4 semester hours of this minor may be double-counted toward the student's major.

Minor in Marketing. The minor in marketing requires 20 semester hours. To complete the minor, students must have a GPA of at least 2.00 in the minor coursework and no grade below a C- in courses chosen from the following:

- 4 MKTG-280 Marketing

16 semester hours from the following:

- 4 LBMM-216 Introduction to Luxury Brand Marketing and Management
- 4 MKTG-320 Digital Marketing
- 4 LBMM-316 Advanced Luxury Branding
- 4 MKTG-381 Marketing Research
- 4 MKTG-317 International Marketing
- 4 MKTG-382 Consumer Behavior
- 4 LBMM-385 Retail & Visual Merchandising
- 4 COMM-418 Advertising Campaigns
- 2-4 MKTG-486 Topics in Marketing
- 4 MKTG-488 Strategic Marketing and Analysis

Double-counting restriction for interdisciplinary minors: only 4 semester hours of this minor may be double-counted toward the student's major.

Note: the minor is not available to students majoring in luxury brand marketing and management.

LUXURY BRAND MARKETING AND MANAGEMENT COURSES

LBMM-216 Introduction to Luxury Brand Marketing and Management

This course covers the history of luxury brands through the facets of luxury today. It explores how brand equity is created, pricing strategies, the distribution of luxury goods, and various business models for luxury goods. Prerequisite: MKTG-280 4 SH.

LBMM-316 Advanced Luxury Branding

In this course students explore communication strategies, developing brand equity, and luxury brand stretching. The course also covers global trends and innovative strategies for marketing luxury to emerging markets. In addition, it introduces students to the impact of digital technology and the concepts of luxury sustainability and social entrepreneurship. Prerequisite: LBMM-216. 4 SH.

LBMM-385 Retail and Visual Merchandising

This course covers the various aspects of retail and visual merchandising operations and the role of creativity in the context of luxury industry. Students will explore concepts, theories, and research on retail and visual merchandising and apply that knowledge to real-life examples and class projects. Prerequisite: LBMM-216. 4 SH.

MANAGEMENT COURSES

MGMT-102 Global Business Perspectives

This course offers an overview of business fundamentals, functional areas of business, business careers and opportunities provided by the Sigmund Weis School of Business. The course enables students to assess their interest in business, and it prepares them for their subsequent business courses and careers. A project-based approach enables the integration of critical thinking, strategic analysis, teamwork, and communication skills. The course culminates with team presentations of case analyses to invited business executives. 4 SH. CC: Perspectives.

MGMT-105 Introduction to Professional Development

This course focuses on identifying and clarifying individual values, skills, interests and personality type to develop suitable career objectives, placing emphasis on the connections between career preparation, academic choices and co-curricular activities. Students learn how to construct a resume and cover letter and conduct an employment search. Primary theories used to teach career planning and development include trait and factor, developmental, learning and socioeconomic theories. Prerequisite: Sophomore standing. 2 SH.

MGMT-138 Fundamentals of Business

This course offers an overview of business fundamentals, functional areas of business, business careers, and opportunities provided by the Sigmund Weis School of Business. It is designed for students who did not complete Global Business Perspectives during their first semester. The course enables students to assess their interest in business, and it prepares them for their subsequent business courses and careers. A project-based approach enables the integration of critical thinking, strategic analysis, teamwork, and communication skills. The course culminates with team presentations of case analyses to invited business executives. 2 SH.

MGMT-202 Business Statistics

Principles and methods of data collection, presentation, analysis and interpretation for business decisions. Includes statistical description, probability theory and methods of inference; regression and correlation analysis; time-series analysis and index numbers; and chi-square. Introduces computer-based statistical packages. (Students may earn credit for only one of the introductory statistics courses offered by the management, mathematics or psychology departments.) 4 SH. CC: Analytical Thought.

MGMT-230 Exploring Entrepreneurial Opportunities

This course is aimed specifically at attracting students from all disciplines to explore innovation and entrepreneurship in a cross-disciplinary setting. Students will investigate what entrepreneurial opportunities can exist within such fields as creative writing, math, engineering, languages, music and business. The aim of the course is to ignite passion in discovering how an idea can become a real company, through experiential learning using a variety of methodologies. The course will include an introduction to entrepreneurship through an exploration of developing ideas, business model creation and business feasibility analysis. 4 SH.

MGMT-240 Principles of Management

This course examines the essentials of management: planning, organizing, leading, and controlling. Within this structure, students will explore how managers deal with the turbulent environment of business and the increasing complexity brought on by globalization and technological innovation. 4 SH.

MGMT-290 Non Profit Management

This is an introductory survey of the nature and function of non-profit organization, including basic legal requirements affecting non-profits, theories and practices for establishing and managing non-profit organizations, designing and assessing operational structures for non-profit organizations, and strategies for inter-organizational relationships. Prerequisite: MGMT-240. 4 SH.

MGMT-315 Global Supply Chain Logistics

Focus on the management and flow of goods and services across national borders to enhance the competitiveness of small, medium, and large-size firms including: market research, agent selection, payment terms, government regulation, transportation, insurance, documentation and inventory management. Prerequisites: MGMT-240 and MGMT-350. 2SH.

MGMT-333 New Ventures: Start-Up to Exit

This course will focus on multiple aspects of new venture start-up, growth and exit to include; the start-up process, the various business models, the legal foundations of a business, business operations, financial management, organizational growth and exit strategies. This course will use a variety of case studies to emphasize real world examples and lead students through core elements of the business plan. Pre-requisite: MGMT-230 or Business major. 4 SH.

MGMT-350 International Business

A broad exposure to the turbulent, complex and expanding nature of business in the international environment. Considers the fundamental principles and practices of multinational enterprises with both text and case studies. Prerequisites: ECON-201, ECON-202 or instructor's permission. 4 SH.

MGMT-351 Seminar in European Business Operations

A study of business practice and operations in the U.K. and continental Europe. Offered in London, England, for business students in the Sigmund Weis School London Program. Emphasis is pragmatic and applications-oriented. The course features field trips to manufacturing facilities, distribution centers and financial institutions in the U.K. and on the European continent. Class often features guest lecturers knowledgeable in specific fields of international business. Prerequisites: Junior standing or instructor's permission and participation in the London Program. 2 SH.

MGMT-360 Management and Organizational Behavior

Examines the theories, practices and processes of management and organizational behavior. Emphasizes applications of theory to practice and learning from experiential activities. Topics include psychological contracts, motivation, perception & attribution, interpersonal communication, group processes, power & influence, conflict and negotiation, and leadership. Numerous exercises emphasize application of theories and processes to students' personal experiences. Prerequisites: Sophomore standing. 4 SH. CC: Diversity Intensive.

MGMT-361 Human Resource Management

Examines the activities and practices conducted by a human resource management department, as well as the relationships among them. Topics include job analysis and design, human resource planning, recruitment and selection, training and development, performance appraisal, and compensation. Numerous exercises are used to emphasize application of human resource management concepts and methods to real-world scenarios. Prerequisite: MGMT-240. 4 SH.

MGMT-362 Employment Law

Explores legislation regulating wages, hours and other conditions of employment. Topics include federal laws that regulate wages and salaries, hours of work, equal employment opportunity, health and safety, and workplace justice. Students are required to apply concepts and techniques discussed in class within several assignments and/or exercises. Prerequisite: MGMT-361 or instructor's permission. 2 SH.

MGMT-373 Managing for Sustainability

This course enables students to evaluate the economic, social and environmental performance for-profit and nonprofit organizations through the lens of sustainability concepts. Using a case method approach, students critically examine contemporary sustainability issues and evaluate their potential effects on the sustainability practices of domestic and international organizations. Prerequisite: MGMT-240 or MGMT-360. 4 SH.

MGMT-379 Business-Government Relations

This course focuses on the relationship between business and government in both market-based and social contexts. Students will examine how government policies affect businesses and how businesses influence and interact with governments. Business-government relationships will be analyzed within the contexts of the United States, Organization for Economic Cooperation and Development (OECD), and developing countries. Prerequisites: one course from POLI-111 or MGMT-240. 2 SH.

MGMT-390 Operations Management

Introduces areas such as product and process development, capacity planning, inventory control, product scheduling, and quality control. Emphasizes the integration of strategic long-term and analytical short-term decisions and the integration of the operations function within the firm. Uses quantitative models, spreadsheet models and computer applications to provide a framework and support for the development of management decisions. Prerequisites: Junior standing, INFS-233, ACCT-200, and either ECON-105 or ECON-202. 4 SH.

MGMT-400 Business Policy and Strategy

The capstone course for business seniors that integrates much of the knowledge they gain from earlier courses. Uses a case method approach to solve problems facing top management. Emphasizes the global environment and strategic management decisions. Covers finance, management, marketing, technology, geography, leadership and other factors in both domestic and international cases. Heavy emphasis on the development of analytical skills and both written and oral communications skills. Prerequisites: Senior standing and completion with a C- or better in the following: FINC-340, ACCT-330 and either MGMT-240 or MGMT-360. 4 SH. Capstone. CC: Writing Intensive.

MGMT-404 Global Business Ethics

Examines the concepts and applications of ethical and moral behavior that affect business decision making and result in socially responsible policies and actions. Uses actual cases and issues to demonstrate the need for social responsibility as an integral part of business strategies and implementation. Prerequisites: Junior standing and MGMT-240. CC: Diversity Intensive, Ethics Intensive. 4 SH.

MGMT-410 International Management

This course presents an analysis of the unique managerial problems encountered by international, multinational and global business enterprises. Emphasis is placed on the economic, technological, sociocultural and political aspects of firms doing business globally and their effects on the managerial objectives, processes, and strategic decision-making. Prerequisite: MGMT-240 or MGMT-350. 2 SH.

MGMT-416 Intellectual Property and Business

The purpose of this course is to acquaint students with the fundamentals of intellectual property (IP) law. Moreover, while students will be introduced to emerging IP law, it also will explore the interplay of luxury goods in the realm of intellectual property. Students will be introduced to the four primary fields within intellectual property: trademarks, copyrights, patents, and trade secrets. Prerequisite: ACCT-210. 4 SH.

MGMT-434 Entrepreneurial Experience

Student teams will conceptualize and develop a start-up organization (by trying, failing, pivoting, and repeating). Through this process they will develop an understanding the different challenges and opportunities that an entrepreneur faces and work with active entrepreneurs to provide recommendations to specific real-time challenges. Students will also study several cases that demonstrate different aspects of the entrepreneurial company and gain confidence to use entrepreneurial thinking in future endeavors. Prerequisite: MGMT-230 and MGMT-333. 4SH.

MGMT-437 Sustainable Entrepreneurship

This course will focus on the exploration of entrepreneurship through an analysis of case studies within a variety of entrepreneurial contexts. It will address modern aspects of entrepreneurship such as sustainability, ethics, social innovation, gender and globalization. The context in which entrepreneurial activity is explored will include non-for-profit organizations, non-governmental organizations and for-profit ventures. The course expands on the critical role of entrepreneurs and the role that entrepreneurship plays in the local, national and global economy. Pre-requisite: MGMT-230 Exploring Entrepreneurial Opportunities. 4 SH.

MGMT-438 Sales Management

This course examines the personal selling component of marketing from a management perspective. The course will emphasize the selling process and managing sales personnel. Topics will include market analysis, sales strategies, sales presentations, and creating and administering a sales program. The course is application focused and will build on the Professional Selling class by identifying elements necessary for successful sales management, including recruiting, training, motivating, and promoting sales people. We will also consider how selling over the internet has and will continue to impact selling of products and services. Prerequisites: COMM-215. 4 SH.

MGMT-464 Compensation Structure Design

Explores the theory and practice of compensation structure design based on concepts of internal and external equity. Internal equity focuses on assessing the relative worth of different jobs in an organization through job evaluation. External equity involves assigning pay levels to different jobs in an organization based on data collected from wage and salary surveys of competitors. The topic of benefits is also addressed. Students are required to apply concepts and techniques in class within a group project that entails developing a compensation structure for a hypothetical company. Prerequisite: MGMT-361 or instructor's permission. 2 SH.

MGMT-465 Performance Management

Explores the theory and practice of performance appraisal and performance-based pay. Performance appraisal topics include appraisal instruments, sources of appraisal, increasing appraisal accuracy and conducting appraisal interviews. Performance-based pay topics include traditional merit pay, as well as incentive plans, gain sharing and profit sharing. Students are required to apply concepts and techniques discussed in class within several assignments and/or exercises. Prerequisite: MGMT-361 or instructor's permission. 2 SH.

MGMT-466 Negotiations

Develops skills in negotiation, joint decision making and joint problem solving through analysis of the negotiating process, frequent negotiation exercises, case analyses and interaction with professional negotiators. Prerequisite: Junior standing or instructor's permission. 2 SH.

MGMT-467 Topics in Management

Explores topics of current importance and interest in management. Prerequisites: Junior standing. 2-4 SH.

MGMT-468 Women in Organizations

Examines the role of sex and gender in organizations. Special attention is given to topics relevant to women working in organizations, such as sex and gender differences in career/job preferences, advancement and pay, teamwork, leadership, sexuality in the workplace and work-family balance. Other topics addressed include hostile vs. benevolent sexism, as well as practices designed to increase diversity within organizations. Class is conducted in a seminar format. Prerequisite: Junior standing or permission of instructor. Same as WGST-380. 2 SH. CC: Diversity Intensive.

MGMT-501 Independent Study

Individualized academic work for qualified students under faculty direction. Typically focused on topics not covered in regularly offered courses. Prerequisites: Senior standing and permission of faculty member and department head. 2-4 SH.

MGMT-502 Senior Research

An original research project under faculty direction. Prerequisites: Senior standing and permission of faculty member and department head. 2-4 SH.

MGMT-503 Business Internship

A learning experience that cultivates a student's academic and professional development through valuable work experience and the integration of classroom-acquired knowledge by working at a firm, corporation, government agency, or nonprofit organization. Prerequisites: Faculty advisor's permission, approval by the SWSB Internship Committee and acceptance by organization. Graded on an S/U basis. 1-4 SH.

MARKETING COURSES

MKTG-280 Marketing

The study of business activities planned and implemented to facilitate the exchange or transfer of products and services so that both parties benefit. Examines markets and segments, as well as product, price, promotion and channel variable decisions. Considers marketing in profit and nonprofit sectors and in the international setting. 4 SH.

MKTG-317 International Marketing

In this course students analyze world markets, including the perspectives of consumers throughout the world. Students will learn about the marketing management techniques required to meet the demands of world markets in a dynamic and ever-changing setting. Prerequisite: MKTG-280. 2 SH.

MKTG-320 Digital Marketing

This course emphasizes the importance of digital marketing and the ways in which it has revolutionized the interactions and relationships between firms and consumers. Students will gain both theoretical and industry knowledge, and explore the powerful tools that companies use in digital marketing to reach their consumers. This course emphasizes topics such as online advertising, search engine optimization, conversion strategies, social media, and online privacy. Students will also learn to quantitatively and qualitatively evaluate digital tools for business purposes. Prerequisite: MKTG-280. 4 SH.

MKTG-381 Marketing Research

The course material parallels the marketing research process and follows the definition of a research problem, the design of an appropriate methodology and the collection of data. Data compilation and analysis and report preparation are covered in the data analysis portion of the course. The objective is to provide students with the analytical skills and practical experience that will allow them to perform market research. Prerequisites: MKTG-280 and INFS-233. 4 SH.

MKTG-382 Consumer Behavior

A survey of the contributions of the behavioral sciences to the understanding of buyer behavior. Emphasizes how marketers use theories regarding the consumer purchasing process to make decisions at both the strategic and tactical levels. Prerequisite: MKTG-280. 4 SH.

MKTG-486 Topics in Marketing

In-depth focus on a marketing topic of current interest. Possible topics include marketing for service and nonprofit organizations, new product development and direct marketing. Prerequisite: MKTG-280. 2 SH.

MKTG-488 Strategic Marketing and Analysis

This marketing course is designed to support high level decision making through the review, analysis and integration of knowledge gained while completing classes toward a degree in Marketing. Students will complete an academic project that demonstrates their mastery of marketing principles using data-driven decision making. Prerequisite: MKTG-381. 4 SH.

SIGMUND WEIS SCHOOL OF BUSINESS LONDON PROGRAM COURSES

INTD-133 British Theatre

Offered to students participating in the London Program of the Sigmund Weis School of Business, this course provides knowledge and exposure to the art of theatre performance by utilizing the rich offerings of the theatre and other fine arts resources in London and England. 4 SH. CC: Artistic Expression.

INTD-134 British History/Culture London

Offered to students participating in the London Program of the Sigmund Weis School of Business, this course introduces students to the theories and principles of diversity by examining Great Britain as a case study in diversity. The course explores key aspects diversity in relation to, but not limited to, class, race, gender and sexuality. A key focus will be location-specific study of social and cultural diversity through student exploration of the role played by culture, ethnicity, class, race and gender in Britain's past and in its contemporary life. This will involve exploring the opportunities and challenges faced by individuals, businesses and non-profit organizations in their engagement with issues of equality and social justice. Students will learn about contemporary British culture and they will be able to compare that culture with that of the United States. 4 SH. CC: Diversity.

OFFP-SWSB SWSB London Program Planning

The goal of this course is to prepare study abroad students for a semester's study in the Sigmund Weis School of Business London Program. Students begin work toward achieving the cross-cultural learning goals; examples include examining definitions and aspects of culture and learning to recognize ethnocentrism. They will be introduced to observational and reflective techniques to be used on site and will begin an investigation of the history and culture of their destination. Many differences come into play: finances, physical health and safety, cultural expectations, and world affairs differ in relevance to the SU student studying on campus versus studying in London. This course will respond to the question of how to research, plan and prepare for a study abroad experience, as well as how to prepare to return home. This course also includes some mandatory workshops provided by the GO Program office. Prerequisite: Approval by the GO Program office. 1 SH.

OFFR-SWSB SWSB London Program Reflection

This course completes the cross-cultural requirement for students in the Sigmund Weis School of Business London Program. This course is designed to allow students to reflect on a cross-cultural experience and to integrate that experience into their social, intellectual, and academic life. They will explore the complexities of culture—both their own and that in which they have been immersed—in order to understand the possibilities and responsibilities of being a global citizen. Through short assignments, student presentations, a final paper and an opinion survey, students reflect on their learning in London coursework, company visits, consulting projects and more. Prerequisites: Completion of the SWSB London semester. 1 SH CC: Cross-Cultural Reflection.