AREAS OF STUDY AND DEGREES

B.B.A. Management

B.B.A. Marketing
Emphasis Areas: Marketing Promotion, Sports Marketing, Business-to-Business Marketing, Sales

B.B.A. International Business

MINORS:
Management
Marketing
International Business
Electronic Business
Entrepreneurship
Sales
Sports Marketing

OBJECTIVES

Management Curriculum
The management major is designed for students interested in developing an understanding of the nature and capabilities of human and physical resources. The study and understanding of management principles and practices will aid those who intend to enter the field professionally as administrators, executives, operations managers, human resource managers, management consultants, proprietor managers, purchasing managers or in other management positions.

Students graduating with a management major are employed by a variety of organizations in industries such as manufacturing, public utilities, oil and transportation, merchandising and banking, as well as government and non-profit entities. A sound background in accepted management principles can accelerate progress to positions of greater responsibility.

Marketing Curriculum
The marketing major enables students to understand the activities that are essential to promoting products and services, as well as developing and distribut-
ing them to the ultimate consumers. Marketing courses stress problem solving and decision making, as well as the development and implementation of marketing policies and strategies.

Students completing the program find exciting, action-oriented careers in fields such as personal selling, retailing, advertising, product development, manufacturing, distribution and market research.

**International Business Curriculum**

The international business major provides students with a broad-based business management education with an international perspective, focusing on a general understanding of the economic, political, historical, geographical and cultural factors that affect international business opportunities, strategies, policies and practices. The interdisciplinary curriculum is designed to cover the international business environment so that its effects on business opportunities and problems are clearly understood.

The international business major prepares students for a variety of entry-level positions with business and government. Students find career opportunities with business firms involved with international trade or with controlling interests in foreign production and marketing facilities. Various governmental agencies – state, national and international – also offer numerous career opportunities for the major.

**Electronic Business Curriculum**

“Electronic business” (e-business) is the term commonly used to describe the use of the Internet and other digital technology for conducting business, including advertising, organizational communication, control/coordination, training, management, etc. E-business activities involving buying and selling goods or services often are referred to as “electronic commerce” (e-commerce).

The electronic business minor provides preparation for the student who desires to be actively engaged in the e-business operations of a firm, including being knowledgeable about e-business technology and how it relates to management strategies and issues.

Students completing the electronic business minor can find positions in all types of public and private organizations, including “virtual” companies that conduct essentially all of their business by electronic means.

**Sales Curriculum**

The emphasis and minor in sales within the marketing major provide students with the concepts, tools and practices used in the professional fields of personal selling and sales management. Students learn how to create and present sales presentations and how to manage a field sales force, including hiring, training and motivating a sales force. The sales minor provides preparation for a career in personal selling and sales management. Personal selling and sales management are some of the largest and most financially rewarding careers available to college graduates.

**Entrepreneurship Curriculum**

Entrepreneurship may be defined as the “pursuit of opportunity” and is often manifested in either a new business startup or a value-creating expansion within an ongoing enterprise. This entrepreneurial spirit is universal and is
impervious to age, gender or social/economic background. It has been the engine of job creation, innovation and the creation of new industries within the United States for decades. To fully understand the risks and rewards of an entrepreneurial endeavor, students in this discipline learn how to evaluate the degree to which an idea is an opportunity. The dynamics, paradoxes, myths and critical aspects surrounding this process also are studied.

The minor in entrepreneurship provides students with a basis of knowledge that will improve their understanding of entrepreneurial processes. The major in management with an emphasis in small business management/entrepreneurship provides similar preparation but with a stronger emphasis on building general management skills and critical thinking processes.

Most degree programs prepare students for success in given disciplines. In contrast, students completing the entrepreneurship minor or the management major with small business management/entrepreneurship emphasis are prepared to evaluate an idea, structure a top management team and marshal resources in the pursuit of opportunity.

**Sports Marketing Curriculum**

The minor in sports marketing and the emphasis in sports marketing within the marketing major provide students with an overview of marketing concepts, theories and practices in relation to the sports industry. Specific coverage of sports marketing topics is included along with general marketing concepts that are of use to sports marketers. The program also covers business and marketing strategies in the context of sports, the growing emphasis on the globalization of sports marketing, current research in sports marketing and ethical issues in sports marketing.

Students completing the sports marketing minor or the emphasis in sports marketing within the marketing major can find sports-related jobs in marketing, entrepreneurship, administration, representation and media.

**DEFINITIONS OF MAJORS AND MINORS**

**Management Major**

Students seeking a major in management must qualify for a Bachelor of Business Administration degree. In addition to the core curriculum, business field of study and business foundation requirements for the Bachelor of Business Administration degree, the student must complete MGT 422 and 472; three hours from MGT 380, MKT 455, SOC 378 or ACC 333; and 12 additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement). Total 30 hours with a minimum 2.0 GPA at SFA and overall in all courses in the major, including MGT 370, 371 and 463. At least 12 hours of advanced coursework in the major must be completed at SFA.*

Students interested in human resource management should complete MGT 373, 379, 422, 472, 484; three hours from MGT 380, MKT 455, SOC 378 or ACC 333; and three additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement).

Students interested in operations management should complete MGT 380, 422, 472; ACC 333; and nine hours from MGT 372, 379, 383 or 471.
Students interested in small business management/entrepreneurship should complete MGT 422, 472; three hours from MGT 380, MKT 455 or SOC 378; six to nine hours from MGT 390, 464, 466 or 485; and three to six hours of additional advanced semester hours in management (neither MGT 395 nor 477 may count toward this requirement). Students are encouraged to complete Internship in Management (MGT 476) or a Special Problems in Management course (MGT 475) in entrepreneurship/small business as part of the elective portion of this emphasis.

**Management Minor**

For a student pursuing a Bachelor of Business Administration degree, a minor in management consists of MGT 370, 371, 463 and nine additional advanced semester hours in management. Students outside the College of Business who desire a minor in management should take MGT 370 and 15 additional advanced semester hours in management. MGT 395 and 477 may not count toward a minor in management. Total 18 hours with a minimum 2.0 GPA at SFA and overall. At least nine hours must be completed at SFA.

**Marketing**

Students seeking a major in marketing must qualify for a Bachelor of Business Administration degree. In addition to the core curriculum, business field of study and business foundation, a major in marketing consists of MKT 351, 355, 425, 452, 455, 457 and nine additional advanced semester hours in marketing. (MGT 383 may be used for three of the nine elective hours.) Total 27 hours with a minimum 2.0 GPA in marketing courses at SFA and overall, including MKT 351 and a grade of C or higher in MKT 351.

At least 12 hours of advanced coursework in the major must be completed at SFA.*

Students interested in marketing promotion should complete MKT 352, 353, 355, 425, 452, 455, 457, and three elective hours from MKT 360 or 362.

Students interested in sports marketing should complete MKT 355, 358, 362, 425, 452, 455, 457, and three hours in a sports marketing special problems course (MKT 475) or in a sports marketing internship (MKT 486).

Students interested in business-to-business marketing should complete MKT 355, 425, 452, 454, 455, 457, and six hours from MKT 353, 475, 486 or MGT 383.

Students interested in sales should complete MKT 353, 355, 425, 452, 455, 456, 457, and three hours from MKT 354, 454, 475 or 486.

**Marketing Minor**

A minor in marketing consists of MKT 351 and 15 hours of other marketing courses numbered 300 and higher (MGT 383 may not count toward the marketing minor). Total 18 hours with a minimum 2.0 GPA at SFA and overall and a grade of C or higher in MKT 351. At least nine hours must be completed at SFA.

**Sales Minor**

A minor in sales consists of MKT 351, 353, 456 and nine additional hours of other courses taken from the following: MKT 355, 358, 360, 425, 454; MGT 383 or either MKT 475 or MKT 486. Total 18 hours with a minimum 2.0 GPA at SFA and overall, and a grade of C or higher in MKT 351. At least nine hours must be completed at SFA.
Sports Marketing Minor

Students seeking a minor in sports marketing must complete MKT 351, 352, 358 and 362; three hours in a sports marketing special problems course (MKT 475) or in a sports marketing internship (MKT 486); and ECO 359. Students must take 18 hours with a minimum 2.0 GPA at SFA and overall and a grade of C or higher in MKT 351. At least nine hours must be completed at SFA.

*See degree requirements near the beginning of the College of Business section for core curriculum, business field of study, business foundation and other requirements.

International Business Major

Students seeking a major in international business must qualify for a Bachelor of Business Administration degree. In addition to the core curriculum, business field of study and business foundation requirements, the student must complete the following three sets of requirements:

**Part A - Foundation Courses for the Major:** GEO 230; MGT 422 and 472; MKT 452; PSC 332; and three hours from ECO 480, FIN 358 or FIN 433.

**Part B - Specialized Region/Country Courses and Cultural and General International Topics:** a total of six hours selected from GEO 365, 450; HIS 303, 312, 313, 320, 321, 332, 333, 342, 352, 412, 416; LAS 300, 315, 450; PSC 304, 338, 441; ANT 231; BLW 437; HMS 230, 403 or SPA 320.

**Part C - Language Requirement:** three hours of college credit in a foreign language (a spoken and written language other than English) at a level equal to or higher than SPA 232/235, FRE 232/235 or GER 232.

A Special Problems course (ACC 475, ECO 475, FIN 475, GBU 475, MGT 475, MKT 475, etc.) or internship course (ACC 485, ECO 485, FIN 485, GBU 485, MGT 476, MKT 486, etc.) may be counted toward part B of the international business major if the course is “international” in nature (conducted at least partly overseas or at least partly dealing with international business) and is approved by the chair, Department of Management, Marketing and International Business.

Texas students who have completed the B.B.A. field of study at another Texas institution are not required to complete GEO 230 but are encouraged to do so.

Total 27 hours with a minimum 2.0 GPA at SFA and overall. At least 12 hours of advanced coursework in the major must be completed at SFA.

International Business Minor

Students seeking a minor in international business must complete MGT 422; MKT 452; three hours from ECO 480, FIN 358, or FIN 433; three hours from PSC 304, 338, 332, or 441; and six to eight hours of college credit in the same foreign language (must be a spoken and written language other than English). Students with a major in management or marketing will substitute an approved elective for MGT 422 or MKT 452, as applicable. Total 18-20 hours with a minimum 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

Electronic Business Minor

The electronic business (e-business) minor is available to any student who meets the course prerequisites. The minor consists of MGT 370 and 472, MKT
Entrepreneurship Minor
For students pursuing a Bachelor of Business Administration degree, a minor in entrepreneurship consists of: MGT 370, MGT 371, MGT 463, MKT 351 and nine additional advanced semester hours in management, including at least six hours from MGT 390, MGT 464, MGT 466 or MGT 485. Total 21 hours with a minimum 2.0 GPA at SFA and overall. At least nine hours must be completed at SFA.

For non-B.B.A. students, a minor in entrepreneurship consists of: MGT 370; MKT 351; ACC 231 or ACC 101; and nine additional advanced semester hours in management, including at least six hours from MGT 390, MGT 464, MGT 466 or MGT 485. Total 18 hours with a minimum 2.0 GPA at SFA and overall. At least nine hours (six of which must be advanced) must be completed at SFA.

Bachelor of Business Administration (120 hours)
Course Sequence for Management/Marketing Major:

**Freshman Year (32 hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tr>
<td>ENG 131</td>
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<tr>
<td>Science</td>
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<td>COM 111</td>
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**Sophomore Year (30 hours)**

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<td>ECO 231</td>
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<td>BCM 247</td>
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<td>MTH 220</td>
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**Junior Year (30 hours)**

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<td>MGT 371</td>
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<td>GBU 325</td>
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## Senior Year (28 hours)

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<tr>
<td>Major Requirement</td>
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<td>MGT 463</td>
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<td>Elective/Major Requirement**</td>
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</tr>
<tr>
<td>Electives</td>
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</table>

**Minimum total hours: 120**

**The marketing major requires 24 hours, whereas the management major requires 21 hours; therefore, management majors can take 13 hours of electives, and marketing majors can take 10 hours of electives.**

## Bachelor of Business Administration

### Course Sequence for International Business Major:

#### Freshman Year (32 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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#### Sophomore Year (33 hours)

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<td>ECO 231</td>
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<td>BCM 247</td>
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<td>HIS or PSC</td>
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<td>MTH 220</td>
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<td>FRE 232/SPA 232*</td>
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#### Junior Year (30 hours)

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<tr>
<td>MGT 371</td>
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<td>Major Requirement</td>
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**15**

### Senior Year (25 hours)

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<td>Major Requirement</td>
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<tr>
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<tr>
<td>Elective</td>
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<td>MGT 463</td>
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<td></td>
<td>13</td>
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**Minimum total hours: 120**

*This course sequence assumes the student has taken sufficient language courses in high school to test out of FRE 131, 132, 231 or SPA 131, 132, 231. If a student must take the 131, 132, 231 courses, then elective hours will be adjusted accordingly.*

#### COURSE CREDIT

Unless otherwise indicated, each course carries three-semester hours credit and three hours lecture per week.

#### COURSES IN MANAGEMENT (MGT)

See information at the beginning of the College of Business section regarding eligibility for upper-level courses.

**100. Overview of Management: Trends and Functional Specialties** - One semester hour. Specialized course designed to provide students with an overview of the functional specialties of the management profession, trends and current events within management, and general qualifications and responsibilities required within the management profession to meet the changing environment of modern organizations. (May not be used to fulfill major or minor requirements in management).

**370. Management Principles** - Management philosophy, functions of management and behavioral approaches to management, including the impact of demographic diversity on organizations. Presentation of management as a discipline and a process. Prerequisite: junior standing.

**371. Operations Management** - Concepts and techniques in management of productive activity in service and manufacturing systems. Prerequisites: MTH 220 or equivalent and junior standing.

**372. Supply Chain Management** - Overview of supply chain management, a total systems approach to managing the entire flow of information, materials and services from raw materials through suppliers, operations, factories, warehouses and distribution to the end customers. Prerequisites: MGT 370 and 371 (371 may be taken concurrently).

**373. Human Resource Management** - Introduction to human resource management; employment, placement and human resource planning; training and development; compensation and benefits; employee and labor relations; health, safety and security; human resource research. Prerequisite: junior standing.

**377. Organizational Behavior** - Study of human behavior in organizational settings, the interface between human behavior and the organization,
and structure and process of the organization itself. Prerequisite: MGT 370.

379. **Employee and Labor Relations** - Employee-employer relationships in non-unionized and unionized settings; problems and theories of union organizing, collective bargaining and contract administration. Prerequisite: MGT 370.

380. **Quantitative Management Methods** - Introduction to quantitative techniques for decision-making, including linear programming, goal programming, integer programming, non-linear programming, transportation, assignment method programming and network flow models. Prerequisite: MGT 371.

383. **Purchasing and Materials Management** - Purchasing function and its integration as a subsystem into material planning, procurement, movement and storage activities within an organization. Includes purchasing management, purchasing policy and procedures, and material and logistic system components. Prerequisite: junior standing.

390. **Principles of Entrepreneurship** - Study of special circumstances surrounding starting and managing a small business. Special emphasis on service and retailing as well as small-scale manufacturing operations.

395. **Career Planning** - One semester hour. Preparation for job search: interviewing techniques, development of resumes and letters of application, and career planning. Pass or fail. (May not be used to fulfill major or minor requirements in management.)

422. **International Management** - Management processes and practices in international business operations. Examination of managerial functions, such as planning, organizing, communicating, staffing, motivating and controlling, in the international business environment. Prerequisites: MGT 370 and senior standing.

461. **Supervisory Management** - Techniques involved in supervision: cases in handling morale, discipline, communication, grievances, and other phases of employee and labor relations. Prerequisites: MGT 370 and senior standing.

463. **Business Policy and Strategy** - Formulation and implementation of strategy in the organization, emphasizing the integration of decisions in functional areas. Prerequisites: completion of all junior-level business foundation courses (BLW 335, ECO 339, GBU 325, FIN 333, MGT 370, MGT 371 and MKT 351).

464. **Entrepreneurial Field Studies** - Student teams, drawing from basic concepts developed in class and lectures, act as consultants to entrepreneurial firms facing problems associated with growth or the pursuit of opportunity. Prerequisites: ACC 231, CSC 121, MGT 370 and MKT 351.

466. **Entrepreneurial Family Firms** - Students starting or continuing a family business must be aware of the intricate dynamics of handling the interactions between family and business systems, and this course suggests how to integrate the entrepreneurial mindset into these dynamics for firm survival. Prerequisite: MGT 390.

470. **Topics in Management** - In-depth study of selected topics in management. Titles and topics will vary. Prerequisite: MGT 370 or consent of
instructor. May be repeated with a change of topic up to a maximum of three hours total credit.

471. Services Management - Concepts and issues in the management of services. Prerequisites: MGT 371 and senior standing.

472. Management Information Systems - Overview of organizational and technological issues involved in information systems from a management perspective. Prerequisites: MGT 371, CSC 121 and senior standing. MGT 371 may be taken concurrently.

475. Special Problems in Management - One to three semester hours. Individual instruction in management. Prerequisites: senior standing, 15 hours of management, and approval of supervising instructor and department chair.

476. Internship in Management - One to three semester hours. Supervised on-the-job application of management skills. Prerequisites: junior standing as a major or minor in management or international business; GPA 2.5 overall and 2.5 in management; sufficient coursework to address internship requirements, as determined by supervising instructor; and consent of department chair and supervising instructor.

477. Current Business Topics - One semester hour. Specialized course designed to provide students with the opportunity to meet and discuss business topics with executives from various industries and companies. Executives will address key business management issues from their unique positional and organizational perspectives. Prerequisite: senior standing. Pass or fail. (May not be used to fulfill major or minor requirements in management.)

484. Compensation and Benefits - Wage and salary administration in private and public organizations; total compensation systems; interrelationships among employee performance, intrinsic and extrinsic rewards, perceived equitable payments, and employee satisfaction; employee benefits; and employee incentive programs. Prerequisites: MGT 373 and senior standing.

485. Entrepreneurship: Opportunity Assessment - An extension and application of the skills and knowledge developed in MGT 390, including preparation of a feasibility study for a new or substantially changed business. Prerequisite: MGT 390 or consent of instructor.

COURSES IN MARKETING (MKT)

See information at the beginning of the College of Business section regarding eligibility for upper-level business courses.

100. Overview of Marketing: Trends and Functional Specialties - One semester hour. Specialized course designed to provide students with an overview of functional areas of marketing studies, trends and current events within these areas as well as general qualifications and responsibilities required within the marketing profession to meet the changing environment of modern society and organizations. (May not be used to fulfill major or minor requirements in marketing.)
351. **Principles of Marketing** - Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management. Prerequisite: junior standing.

352. **Advertising and Promotion** - Introduction to theory and practice of advertising and promotion. Prerequisite: junior standing.

353. **Personal Selling** - Sales theory, techniques, strategy and salesperson characteristics. Prerequisite: junior standing.

354. **Retailing** - Retail marketing institutions and their operations. Prerequisite: MKT 351.

355. **Consumer Behavior** - Behavior of consumers and influences on buyer behavior, consumption patterns, and implications for marketing research and decisions. Prerequisite: MKT 351.

357. **Distribution Channels** - Comprehensive study of marketing distribution channels, including historical development, economic justification, design, selection and management. Prerequisite: MKT 351.

358. **Sports Marketing** - Marketing concepts, theories and practices in the sports industry. Topics include the unique qualities of the sports industry in relation to business and marketing strategy, including product, promotion, pricing and distribution practices of sports marketing. Prerequisite: MKT 351.

360. **Marketing of Services** - Examination of the unique aspects of service organizations within the field of marketing. Prerequisite: MKT 351.

362. **Sports Promotion** - Concepts, techniques, research and strategy in sports promotion and advertising in the sports industry. Prerequisites: MKT 358.

425. **Systems and Internet Marketing** - An integrative overview of marketing information systems and Internet marketing with an emphasis on major strategic opportunities, issues and problems. Covers the use of information systems and technology to interact, collaborate and transact business with the company's customers, employees, suppliers, partners and society. Prerequisites: CSC 121, MGT 370 and MKT 351.

452. **International Marketing** - International marketing decisions, based on cultural, social, political, legal and economic factors. Prerequisite: MKT 351.

454. **Business-to-Business Marketing** - Comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion and distribution. Also covers assessing industrial marketing opportunities and industrial competitive strategies. Prerequisite: MKT 351.

455. **Marketing Research** - Current research techniques to obtain marketing information for effective business decisions. Prerequisites: MKT 351 with a grade of C or better, CSC 121 and MTH 220.

456. **Sales Management** - Management of field sales personnel, including motivation, sales territories and administrative functions. Prerequisite: MKT 351.
457. **Strategic Marketing** - Strategy, concepts and techniques in the total business organization with emphasis on marketing planning and decision making. Prerequisites: MKT 351, 355 and 452.

470. **Topics in Marketing** - In-depth study of selected topics in marketing. Titles and topics will vary. Prerequisite: MKT 351 or consent of instructor. May be repeated with a change of topic up to a maximum of three hours total credit.

475. **Special Problems in Marketing** - One to three semester hours. Individual instruction in marketing. Prerequisites: senior standing, 15 hours of marketing, and approval of supervising instructor and department chair.

486. **Internship in Marketing** - One to three semester hours. Supervised on-the-job application of marketing skills.