

DEPARTMENT OF BUSINESS ADMINISTRATION

Undergraduate Degree(s):

- Bachelor of Business Administration in Management Information Systems, (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-information-systems-bbba/>)
- Bachelor of Business Administration in Management with Human Resource Management Concentration (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-human-resource-management-concentration-bbba/>)
- Bachelor of Business Administration in Management (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-bba/>)
- Bachelor of Business Administration in Marketing (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/marketing-bba/>)

Minor(s):

- Minor, Entrepreneurship (Non-Business Major) (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/entrepreneurship-minor-for-non-business-majors20/>)
- Minor, Business Administration (Non-Business Major) (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/business-administration-minor-for-non-business-majors20/>)

Graduate Degree(s):

- Executive Master of Business Administration (EMBA) (<https://catalog.tsu.edu/graduate/schools-colleges/business/emba/>)
- Executive Master of Business Administration (Energy Finance Concentration), EMBA (<https://catalog.tsu.edu/graduate/schools-colleges/business/emba-energy-finance/>)
- Master of Science in Management Information Systems (<https://catalog.tsu.edu/graduate/schools-colleges/business/mis-ms/>)
- Master of Business Administration (Accounting Concentration), MBA (<https://catalog.tsu.edu/graduate/schools-colleges/business/mba-accounting/>)
- Master of Business Administration (Health Care Administration Concentration), MBA (<https://catalog.tsu.edu/graduate/schools-colleges/business/mba-hca/>)
- Master of Business Administration (Management Information Systems Concentration), MBA (<https://catalog.tsu.edu/graduate/schools-colleges/business/mba-mis/>)
- Master of Business Administration (MBA) (<https://catalog.tsu.edu/graduate/schools-colleges/business/mba/>)

The Department of Business Administration offers courses in Business Administration (BADM) and the following functional business disciplines: Management (MGMT), Management Information Systems (MIS), Management Science (MGSC), and Marketing (MKTG) at both the undergraduate and graduate levels.

Two minors are offered in Business Administration and Entrepreneurship at the undergraduate level. Also, one concentration is offered in Human

Resource Management in the Management major. Members of the Department are located on the third floor of the Jesse H. Jones School of Business building in Suites 315 and 340.

Students interested in the graduate degree programs should refer to the Graduate School Bulletin of Texas Southern University for details.

The mission of the Department of Business Administration is to prepare students for positions of leadership, trust, and responsibility in business, government, entrepreneurial, and community service organizations. The Department offers the foundation business courses (except Accounting, Business Law, and Finance) and provides the curriculum of study for Management, Management Information Systems, and Marketing majors.

Requirements for the Bachelor of Business Administration (B.B.A.) degree in Management, the Bachelor of Business Administration (B.B.A.) degree in Management Information Systems, and the Bachelor of Business Administration (B.B.A.) degree in Marketing are summarized in this section, including course requirements (and their sequencing) and credits needed for graduation. In pursuing a degree in Management, Management Information Systems or Marketing, a total of 120 semester credit hours are required. **Students are not required to declare a minor in another academic discipline.** Students seeking a major in Management, Management Information Systems, or Marketing or a minor in Business Administration or Entrepreneurship must first gain admission to the Department of Business Administration through the procedures outlined below.

Students wishing to pursue a major in Management, Management Information Systems, or Marketing or a minor in Business Administration or Entrepreneurship should indicate their preference on the application for admission to the University. Students who seek to change their major to Management, Management Information Systems, or Marketing must petition for admission to the Department of Business Administration. The appropriate forms are available in the Office of Business Student Services in the Jesse H. Jones School of Business building in Suite 117. Students must also meet prerequisite(s) for courses required as described in the course descriptions section. Transfer students must meet all admission requirements of the University, be in good standing at former institution(s) of attendance, and have met TSI and or equivalent requirements to be considered for admission to the Department. Grades below "C" in business courses will not be accepted for transfer credit. Students applying for admission, who are not transfer students, are also responsible for verifying their TSI or equivalent status with the University's TSI Testing Coordinator. Transcripts of all college work must be forwarded to or presented to the Office of Admissions where they will be routed to Business Student Services. Once admitted to the Department of Business Administration, students are required to seek advisement through the Office of Business Student Services and to keep that office apprised of changes in address and telephone number.

For students majoring in other academic disciplines who wish to pursue a minor in Business Administration or Entrepreneurship, twenty-one (21) semester credit hours are required. See degree program schedule of courses in this section of the catalog. **Students are cautioned that grades of "C-" are not accepted for the twenty-one (21) semester credit hours referenced.**

Graduation requirements include the following:

1. grades of "C" or better in the major courses (grades of "C-" are not accepted);
2. no more than two grades below "C-" in Business Core courses;

3. an overall GPA of 2.00 or better; and
4. an overall GPA of 2.50 or better in the major courses.

Students should read all general policies and information related to the Jesse H. Jones School of Business prior to acceptance into this instructional unit as a major or degree seeker.

In summary, interested students must do the following:

1. gain admission to the University;
2. fulfill prerequisite requirements for a major in Management, Management Information Systems or Marketing, or a minor in Business Administration or Entrepreneurship;
3. satisfy TSI requirements or equivalent with the University's TSI Testing Coordinator; and
4. apply for admission to the Department as either a major or minor.

Once admission has been obtained, students must seek advisement from the Office of Business Student Services before attempting to complete degree requirements. Questions may be directed to the Department Office at (713) 313-7309 or (713) 313-7590.

Student Organizations

Marketing Club

The elite chapter of the American Marketing Association located on the campus of Texas Southern University is dedicated to promoting the awareness of marketing and its importance to the success of any business entity. We work toward developing the qualities of leadership and professionalism that drive academic excellence.

Goals:

1. Teach: We teach the importance of networking with our professional chapters to gain knowledge and reach them.
2. Success: Which is defined as our ability to attain goals we set each year, as well as, exceeding the initial goals.
3. This can only be achieved if we come together as ONE.
4. Unity: Unification will ensure that we deliver outstanding performance each year, and it will encourage our members to continue towards the success of our organization.

Computer and Information Technology Student Organization

Purpose:

1. To be the governing body of the members primarily in the Management Information Systems and Computer Science departments at the Jesse H. Jones School of Business and The College of Science and Technology.
2. To provide a channel of communication between the students and professional leadership in technology focused positions.
3. To promote volunteerism and community awareness by establishing partnerships within the business community.
4. To coordinate and organize the annual Computer and Information Technology Week.

The Entrepreneurship Club

1. Our Purpose: To allow students with an entrepreneurial spirit to have a place to learn about entrepreneurship in a more personal and applied manner.

2. Our Mission: To give student entrepreneurs the necessary and appropriate tools for starting and running a successful business of their own.

- Entrepreneurship Minor (Non-Business Majors) (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/entrepreneurship-minor-for-non-business-majors20/>)
- Management Information Systems, Bachelor of Business Administration (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-information-systems-bbba/>)
- Management with Human Resource Management Concentration, Bachelor of Business Administration (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-human-resource-management-concentration-bbba/>)
- Management, Bachelor of Business Administration (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/management-bba/>)
- Marketing, Bachelor of Business Administration (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/marketing-bba/>)
- Minor, Business Administration (Non-Business Major) (<https://catalog.tsu.edu/undergraduate/schools-colleges/business/business-administration/business-administration-minor-for-non-business-majors20/>)

Business Administration Courses

BADM 101 Intro to Bus, Gov & Society (3 Credits)

Lecture: 3

Introduction to Business and Entrepreneurship (1) Overview of the nature of business and its environment with focus on social responsibility, environmental/ ecological issues, and ethics. Three hours of lecture per week.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

TCCN: BUSI 1301

BADM 230 Advanced Communication Skills (3 Credits)

Lecture: 3

Advanced Communication Skills (3) Development of written communication, oral communication, and presentation skills in the context of critical issues for business. Three hours of lecture per week. Prerequisites: ENG 131, ENG 132, and SC 135.

Prerequisite(s): (ENG 131 and ENG 132 and SC 135) or SC 136

College/School: JHJ School Of Business

Department: Dept of Business Admin.

TCCN: BUSI 2304

BADM 234 Legal & Regulatory Envir of Bu (3 Credits)

Lecture: 3

Legal and Regulatory Environment of Business (3) Legal systems of government, business, and society, including coverage of ethics, contracts, business organizations, creditor/ debtor relationships, international law, environmental issues, and business regulation. Three hours of lecture per week.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

TCCN: BUSI 2301

BADM 450 Organl Policy & Strategy (3 Credits)**Lecture:** 3

Organizational Policy and Strategy (3) Integrative, problem-solving course on domestic and international top management problems, strategy, policy formulation, and execution. Three hours of lecture per week.

Prerequisites: Senior standing and completion of all 300-level Business Core courses.

Prerequisite(s): FIN 301 and MGMT 300 and MKTG 306 and MGSC 302

College/School: JHJ School Of Business

Department: Dept of Business Admin.

BADM 466 Business Internship (3 Credits)**Lecture:** 3

Business Internship (3) Faculty supervised work experience where written reports are required. Prerequisites: Junior or senior standing and consent of the instructor.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

Entrepreneurship Courses

ENTP 300 Introduction to Entrepreneurship (3 Credits)**Lecture:** 3, **Lab:** 0

An introduction to entrepreneurship. Topics include entrepreneurship, entrepreneurs, and new venture development. Individual and team projects, including the development of introductory level business plans.

Prerequisites: Junior standing completion of 60 credit hours of work.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 330 New Venture Marketing (3 Credits)**Lecture:** 3

New Venture Marketing (3) A study of the fundamentals of marketing research, planning, and strategy as applied to new ventures. Major emphasis on developing market planning and research skills.

Prerequisite: ENTR 300.

Prerequisite(s): (ENTP 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 335 Financial Found/New Vent (3 Credits)**Lecture:** 3, **Lab:** 0

Financial Foundations for New Ventures (3) Foundational accounting and financial analysis for new ventures. Major emphasis on the production, integration, and interpretation of financial information for use in business planning and capital budgeting. Prerequisites: ACCT 231 and ENTR 300.

Prerequisite(s): (ACCT 231 and ENTP 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

ENTP 420 Seminar in Entrepreneurship (3 Credits)**Lecture:** 3

Seminar in Entrepreneurship (3) Capstone course in the entrepreneurship concentration. Major emphasis on entrepreneurial skill integration, case analysis, and the development and presentation of an advanced-level business plan. Prerequisites: ENTR 300, ENTR 330, and ENTP 335.

Prerequisite(s): (ENTP 300 and ENTP 330 and ENTP 335)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

Management Courses

MGMT 300 Principles of Management (3 Credits)**Lecture:** 3, **Lab:** 0

Principles of Management (3) Study of the processes of planning, organizing, directing, and controlling in the context of demographic diversity, globalization, and ethical decision making. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 301 Foundations of Human Res Mgmt (3 Credits)**Lecture:** 3

Personnel and Manpower Development (3) Policies, procedures, and strategies for human resource management. Topics include recruitment, selection and utilization, employee appraisal, compensation systems, and career planning. Three hours of lecture per week. Prerequisite:

MGMT 300.

Prerequisite(s): (MGMT 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 330 Organizational Behavior (3 Credits)**Lecture:** 3, **Lab:** 0

Organizational Behavior (3) Applications for managing people in modern organizations. Topics include decision-making, motivation, leadership, power, conflict, stress, understanding individual differences, and diversity. Prerequisite: 60 semester credit hours completed.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 350 Critical Think & Prb Solv Skil (3 Credits)**Lecture:** 3, **Lab:** 0

Critical Thinking and Problem-Solving Skills (3) Critical thinking skills and the decision-making process with an emphasis on understanding and improving how we make effective and creative decisions. Three hours of lecture per week. Prerequisite: MGMT 330 or consent of the instructor.

Prerequisite(s): (MGMT 330)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 395 Team Building & Org Change (3 Credits)**Lecture:** 3, **Lab:** 0

Teambuilding and Organizational Change (3) Effective group dynamics and understanding behavior in groups with attention to planning and managing change; individual, group, and system interventions; transformation; and re-engineering processes. Three hours of lecture per week. Prerequisite: MGMT 330.

Prerequisite(s): (MGMT 330)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 400 Small Business Mgmt (3 Credits)**Lecture:** 3, **Lab:** 0

Small Business Management (3) Organizational and administrative problems of the small business manager with emphasis on the inner-city business person and urban development. Three hours of lecture per week. Prerequisite: MGMT 300 or consent of the instructor.

Prerequisite(s): (MGMT 300)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MGMT 401 Leadership & Motivation (3 Credits)**Lecture:** 3, **Lab:** 0

Leadership and Motivation (3) Development of management skills, self-assessment for organizational settings, and the nature of leadership and motivation in theory and practice. Three hours of lecture per week. Prerequisite: MGMT 330.

Prerequisite(s): (MGMT 330)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGMT 402 International Management (3 Credits)****Lecture:** 3, **Lab:** 0

International Management (3) Management processes as they apply within different cultural environments with emphasis on contrasts among values, beliefs, perceptions, attitudes, and behavior, including consideration of their effects upon business. Three hours of lecture per week. Prerequisite: MGMT 300 or consent of the instructor.

Prerequisite(s): (MGMT 300)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGMT 405 Business Gov & Society (3 Credits)****Lecture:** 3, **Lab:** 0

Business, Government, and Society (3) Historical and contemporary views of business as a social institution with a focus on social responsibility, environmental/ecological issues, and ethics. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

College/School: JHJ School Of Business**Department:** Dept of Business Admin.**MGMT 407 The Legal Environment of HRM (3 Credits)****Lecture:** 3

The Legal Environment of Human Resource Management (3) Employment laws relevant to human resources professionals, as well as how to apply the laws in various circumstances. Three hours of lecture per week. Prerequisite: MGMT 300.

Prerequisite(s): (MGMT 300)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGMT 408 Managing the Global Workforce (3 Credits)****Lecture:** 3

Managing the Global Workforce (3) Managing human resources in global settings and distinguishing international HR practices from domestic HR practices. Three hours of lecture per week. Prerequisite: MGMT 300.

Prerequisite(s): (MGMT 300)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGMT 409 Human Resource Information Sys (3 Credits)****Lecture:** 3

Human Resources Information Systems (3) Human resources internet based and software applications. Students also learn contexts in which to apply the software and the importance of securing information. Three hours of lecture per week. Prerequisites: MGMT 300 and MGSC 304.

Prerequisite(s): (MGMT 300 and MGSC 304)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.

Management Information System Courses

MIS 304 Information Technology (3 Credits)**Lecture:** 3

Information Technology (3) Development of software skills and an appreciation of the role of information technology in modern organizations. Three hours of lecture per week. Prerequisite: MIS 204 or CS 116 and 60 semester credit hours completed

College/School: JHJ School Of Business**Department:** Dept of Business Admin.**MIS 310 Programming Concepts (3 Credits)****Lecture:** 3

Provides students with basic concept of software programming. Topics include design of programs using the state of the art programming languages, object-oriented programming concepts, and problem-solving using software program. pre-requisite. MSGC 304.

Prerequisite(s): (MIS 204)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 320 Hardware and Network (3 Credits)****Lecture:** 3

An introductory course in database technology. It provides students an understanding of developing data models and databases using Database Management Systems software. Pre-requisite. MIS 310.

Prerequisite(s): (MIS 204)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 340 Database Development & Design (3 Credits)****Lecture:** 3

An Introductory course in database technology. It provides students an understanding of developing data models and databases using Database Management Systems software. MIS 310

Prerequisite(s): (MIS 204)**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 350 Advanced Programming (3 Credits)****Lecture:** 3

Students will apply programming concepts learned in the first programming course to a business problem. Prerequisites: MIS 310, Mis 340.

Prerequisite(s): MIS 310 and MIS 340**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 410 Systems Analysis & Design (3 Credits)****Lecture:** 3

Provides students with an understanding of information system development methods using state of the art software development tools. Prerequisite MIS 340

Prerequisite(s): MIS 340**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.

MIS 420 Web Development (3 Credits)**Lecture:** 3

Students will be exposed to a web development tool to design and develop a website. The course will help students develop basic skills to provide web-based solutions to business problems related to e-commerce. Prerequisite MIS 310

Prerequisite(s): MIS 310**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 440 Supply Chain Management (3 Credits)****Lecture:** 3

A course in Supply Chain Management. Prerequisites:MGSC 302, MIS 340.

Prerequisite(s): MGSC 302 and MIS 340**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 450 Information Tech Security (3 Credits)****Lecture:** 3

A course that will expose students to information technology security concepts. pre-requisite: MIS 320.

Prerequisite(s): MIS 320**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 460 Enterprise Rsource Planning (3 Credits)****Lecture:** 3

A course in Enterprise Resource Planning (ERP) that will provide students an understanding of integrating functional information systems in an organizational setting. Basic concepts of popular ERP software will also be introduced. Pre-requisite: MIS 410.

Prerequisite(s): MIS 410**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 470 MIS Capstone (3 Credits)****Lecture:** 3

A capstone course that provides students with an overall understanding of information systems from different perspectives. Students will work on analyzing cases and developing an overall information systems solution using popular software. Prerequisite: MIS 410.

Prerequisite(s): MIS 410**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 480 Current Topics in MIS (3 Credits)****Lecture:** 3

A course on current topics in the MIS area. Topic to be selected by the instructor. Prerequisite: MIS 340.

Prerequisite(s): MIS 340**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MIS 490 Internship in MIS Area (3 Credits)****Lecture:** 3

Students will perform thee equivalent of one long semester internship in the information technology area in an IT department within an approved organization. Pre-requisite: Completion of at least 18 credit hours of course work in the MIS program.

College/School: JHJ School Of Business**Department:** Dept of Business Admin.

Management Science Courses

MGSC 239 Business Statistics I (3 Credits)**Lecture:** 3, **Lab:** 0

Business Statistics I (3) Basic elements of classical statistical analysis, including descriptive statistics, probability theory, probability distributions, sampling, estimation, and testing in the analysis of business problems. Three hours of lecture per week. Prerequisites: MATH 133 and MATH 135 or higher (except MATH 231).

Prerequisite(s): (MATH 133 and MATH 135) or MATH 138**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGSC 240 Math Decision Making (3 Credits)****Lecture:** 3, **Lab:** 0**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGSC 302 Operations Management I (3 Credits)****Lecture:** 3, **Lab:** 0

Operations Management I (3) Introduction to organizational and managerial problems in the area of operations. Topics include forecasting, inventory, scheduling, operations planning, and control. Three hours of lecture per week. Prerequisites: MGSC 239 and 60 semester credit hours completed.

Prerequisite(s): MGSC 239**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGSC 303 Operations Management II (3 Credits)****Lecture:** 3, **Lab:** 0

Operations Management II (3) Design, operation, and control of the transformation process in both service and production settings. Topics include: quality assurance, aggregate planning, and queuing analysis. Three hours of lecture per week. Prerequisite: MGSC 302.

Prerequisite(s): MGSC 302**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGSC 331 Business Statistics II (3 Credits)****Lecture:** 3, **Lab:** 0

Business Statistics II (3) Special topics in statistics, including regression, correlation, analysis of variance, time series, and non-parametric statistics as related to statistical decision theory applied to business problems. Three hours of lecture per week. Prerequisites: MGSC 239.

Prerequisite(s): MGSC 239**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.**MGSC 440 Supply Chain Management (3 Credits)****Lecture:** 3

A course in Supply Chain Management.

Prerequisite(s): MGSC 302 and MIS 340**College/School:** JHJ School Of Business**Department:** Dept of Business Admin.

Marketing Courses

MKTG 306 Principles of Marketing (3 Credits)

Lecture: 3, **Lab:** 0

Principles of Marketing (3) Marketing functions and environmental factors related to satisfying consumer needs. Legal, behavioral, ethical, competitive, economic, and technological factors discussed as they affect marketing decisions. Three hours of lecture per week. Prerequisite: 60 semester credit hours completed.

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 307 Marketing Channels & Inst (3 Credits)

Lecture: 3, **Lab:** 0

Marketing Channels and Institutions (3) Institutional, functional, and social aspects of distribution channel design and management with emphasis on retail management. Three hours of lecture per week.

Prerequisite: MKTG 306.

Prerequisite(s): MKTG 306

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 336 Marketing Communications (3 Credits)

Lecture: 3, **Lab:** 0

Marketing Communications (3) Design and evaluation of marketing communications: communication theory, theories of persuasion and attitude change, promotion mix decisions, and advertiser-agency relationship. Three hours of lecture per week. Prerequisite: MKTG 306.

Prerequisite(s): MKTG 306

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 430 Mktg Decision Making:TH & PRA (3 Credits)

Lecture: 3, **Lab:** 0

Marketing Decision Making: Theory and Practice (3) Role of information in marketing decision making with emphasis on the application of research concepts and methodologies to marketing problems. Three hours of lecture per week. Prerequisites: MGSC 239 and MKTG 306.

Prerequisite(s): MGSC 239 and MKTG 306

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 431 Entrepreneurial Marketing (3 Credits)

Lecture: 3, **Lab:** 0

Entrepreneurial Marketing (3) Planning, developing, and implementing marketing programs for entrepreneurial opportunities. Three hours of lecture per week. Prerequisite: MKTG 306 or consent of the instructor.

Prerequisite(s): (MKTG 306)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 432 International Marketing (3 Credits)

Lecture: 3, **Lab:** 0

International Marketing (3) Problems and procedures for marketing in foreign countries: effects of foreign cultures and marketing systems on design and execution of marketing. Three hours of lecture per week.

Prerequisite: MKTG 306 or consent of the instructor.

Prerequisite(s): (MKTG 306)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 435 Market Management Cases & Prob (3 Credits)

Lecture: 3, **Lab:** 0

Strategic Marketing Management (3) Strategic marketing management concepts: market opportunity analysis; market segmentation, targeting, and positioning; marketing mix strategies; and the marketing control process. Three hours of lecture per week. Prerequisites: MKTG 430 and 90 semester credit hours completed.

Prerequisite(s): MKTG 430

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 444 Profesional Selling (3 Credits)

Lecture: 3

Professional Selling (3) The universal need for sales, improving sales skills, characteristics and tools needed for success in the profession. Three hours of lecture per week.

College/School: JHJ School Of Business

Department: Dept of Business Admin.