

SCHOOL OF BUSINESS ADMINISTRATION

Interim Dean: Edward L. Powers

The School of Business Administration offers the Bachelor of Science degree with a major in either Business Administration or Accounting.

The University of North Carolina at Pembroke also offers master's degrees, including the Master of Business Administration (M.B.A.). Students should consult the School of Graduate Studies section of the catalog to obtain information about academic requirements for a specific master's degree program.

BUSINESS FACULTY

Mohammad Ashraf
Stephen J. Bukowy
Cammie H. Fleury³
William R. Guffey
Howard G. Ling
Edward L. Powers
Stewart Thomas

Sharon L. Bell¹
Alexander N. Chen
James R. Frederick
Lewis B. Hershey
Robert D. Maynor
Douglas W. Schell
Michael C. Zaccaro

Ollie G. Bishop²
Mark Dalen
David O. Fricke
James L. Hunt, Jr.
John A. Parnell⁴
Donald R. Soucy

¹Director of Master's in Business Administration Program

²Coordinator of On-Line Management Program

³Advisor, Students In Free Enterprise (SIFE)

⁴Belk Distinguished Professor of Management

BUSINESS PROGRAMS

The School of Business Administration offers the Bachelor of Science degree with a major in either Business Administration or Accounting. Business Administration majors must choose a concentration in management, marketing, finance, economics, or applied business. Students wanting to complete two concentrations must complete all requirements for both concentrations and must complete at least 12 additional hours for the second concentration. A minimum of 50% of the semester hours in the Business major must be taken at UNCP. The School of Business Administration offers minors in Business Administration, Economics, and Marketing for non-Business majors only. Business majors cannot obtain a minor from the School of Business Administration.

The basic core of business studies emphasizes the broad background needed for successful competition in the dynamic work-world as well as preparation for further study in graduate programs. Another objective is to render service beyond the University and within the surrounding business community. Through a night degree program in either management or applied business (see The Night Program), the School of Business Administration serves students who are unable to attend daytime classes. Further assistance is supplied in placement services and special consultation to the business community at large.

Prospective students are strongly urged to consult a member of the faculty as soon as possible. To follow the courses in the necessary order, it is best to begin planning early.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Requirements for a Bachelor of Science in Business Administration	Sem. Hrs.
Freshman Seminar	1
General Education, including: MAT 107, ECN 202, 203	44
BSBA Common Body of Knowledge	
DSC 209, MGT 215; ACC 227, 228	
DSC 313, 314; MGT 303, 307; MKT 312, FIN 310;	
ECN 301 or ECN/FIN 304; DSC 413; MGT 441, 466	42
Concentration (see below): choose one	
Economics, Finance, Management, Marketing, Applied Business	12
Business Electives (300 or 400 level)	6
General Electives	15
	Total:120

Concentrations: select one

Economics Concentration (12 hours): ECN 301*, 330, 411, 440, 495

*ECN 301 cannot be taken as part of the BSBA Common Body of Knowledge

Finance Concentration (12 hours): FIN 304,* 410, 418, and ACC 321, 331 or FIN 495

*ECN 304/FIN 304 cannot be taken as part of the BSBA Common Body of Knowledge

Management Concentration (12 hours): MGT 308, 408, 410; and MKT 405, MKT 420, MGT 315, or MGT 495

Marketing Concentration (12 hours): MKT 430, 450, 480; and MKT 320, 405, 420 or 495

Applied Business Concentration (12 hours): This concentration is designed to serve transfer students who have completed an Associate in Applied Science in Business from a community college. Because of the varied course background of each student, the exact course requirements will be determined by the advisor for this concentration.

BACHELOR OF SCIENCE IN ACCOUNTING

Requirements for a Bachelor of Science in Accounting	Sem. Hrs.
Freshman Seminar	1
General Education	44
Including: MAT 107, ECN 202, 203	
General Business Requirements	
DSC 209, MGT 215, 216; ACC 227, 228	
DSC 313, 314; MGT 303, 307; MKT 312, FIN 310, ECN 301 or 304;	
ACC 413; MGT 466	42
Accounting Requirements	
ACC 321, 322, 331, 417, 418, 421, 450, 458	24
Electives	9
	Total: 120

MINORS

Requirements for a Minor in Business Administration	Sem. Hrs.
ACC 227, ACC 228, MGT 307, MKT 312, FIN 310, ECN 100	
	Total: 18

Requirements for a Minor in Economics	Sem. Hrs.
Required Courses ECN 202 and 203	6
Choose four courses from: ECN 301, 304, 330, 341, 406, 407, 408, 440	12
	Total: 18

Requirements for a Minor in Marketing	Sem. Hrs.
Required Courses ACC 227, MGT 303, MGT 307, MKT 312	12
Choose one course from: MKT 430 or PRE 430	3
Choose one course from: MKT 405, MKT 420, MKT 480, MKT 495	3
Total:	18

THE NIGHT PROGRAM

The Bachelor of Science in Business Administration, with a concentration in management or applied business, may be earned in whole or in part by attending classes at night. These are the only such complete, undergraduate degree programs currently offered by the University.

The night program in management is a collaboration between the Office of Continuing Education (see Continuing Education) and the various academic departments.

The typical night-school semester offers approximately sixty courses, usually including from nine to twelve business courses and twenty to thirty courses that meet general education requirements. Night classes generally begin at 6:30 p.m. and meet for 150 minutes one night each week of the semester.

COURSES

ACCOUNTING (ACC)

ACC 227. Financial Accounting

Introduction to accounting. A study of the basic accounting equation, transaction analysis, and financial statements. Fall, Spring. Credit, 3 semester hours.

ACC 228. Managerial Accounting

An introductory study of internal accounting with emphasis on cost analysis and budgeting. The course stresses the attention-directing and problem-solving function of accounting in relation to current planning and control, evaluation of performance, special decisions, and long-range planning. Fall, Spring. Credit, 3 semester hours. PREREQ: A "C" or better in ACC 227 or permission of instructor.

ACC 321. Intermediate Accounting I

A study of financial accounting theory and procedures. Includes time value of money and in-depth analysis of asset accounts. Fall. Credit, 3 semester hours. PREREQ: A "C" or better in ACC 227 or permission of instructor.

ACC 322. Intermediate Accounting II

A continuation of ACC 321. Includes in-depth study of liability and capital accounts, revenue recognition. Spring. Credit, 3 semester hours. PREREQ: ACC 321.

ACC 323. Intermediate Accounting III

A continuation of ACC 321. Includes an in-depth study of pensions, leases, accounting changes, and financial statement preparation and analysis. Fall. Credit, 3 semester hrs. PREREQ: ACC 321.

ACC 331. Cost Accounting

Cost determination and analysis, cost control, and cost-based decision making. Included are such topics as job order and process costing systems, application of factory overhead, and responsibility accounting. Fall. Credit, 3 semester hours. PREREQ: A "C" or better in ACC 228 or permission of instructor.

ACC 413. Accounting Information Systems

Basic concepts of accounting information systems including both computer based and manual systems. This course examines transaction processing systems with emphasis on internal controls and documentation, user support systems and systems development. Specific topics include spreadsheet functions, databases, etc. As Announced. Credit, 3 semester hours. PREREQ: DSC 209, ACC 331.

ACC 417. Income Tax I

Federal income taxes as applied to individuals and sole proprietorships. Includes an overview of the tax system and the effect that tax law has on individual economic decisions. Fall. Credit, 3 semester hours. PREREQ: ACC 227.

ACC 418. Income Tax II

Federal income tax laws applicable to partnerships, corporations, estates, and trusts. Spring. Credit, 3 semester hours. PREREQ: ACC 417.

ACC 421. Advanced Accounting

Mergers and acquisitions accounting as well as preparation of consolidated statements after acquisition. Special accounting problems in consolidated financial statements, partnerships, pension funds, fund accounting, and fiduciary accounting. Spring. Credit, 3 semester hours. PREREQ: ACC 322.

ACC 450. Governmental and Not-For-Profit Accounting

Study of accounting principles unique to not-for-profit organizations as prescribed by generally accepted accounting principles and the Governmental Accounting Standards Board. Fall. Credit, 3 semester hours. PREREQ: A "C" or better in ACC 228 or permission of the instructor.

ACC 458. Auditing

A study of the theory and application of generally accepted auditing standards used in the examination of financial statements. The role of internal control review, working papers, audit programs, and the auditor's liability are considered along with selected case studies. Spring. Credit, 3 semester hours. PREREQ: ACC 322.

ACC 495. Special Topics in Accounting

The study of a particular topic of special importance, relevance, and currency in the field of accounting. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. As Announced. Credit, 3 semester hours. PREREQ: ACC 227, ACC 228.

ACC 499. Directed Studies in Accounting

Independent study in an area of accounting of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. Fall, Spring. Credit, 1-3 semester hours. PREREQ: ACC 227, ACC 228, and permission of the Department.

DECISION SCIENCE (DSC)**DSC 109. Business Uses of Computers**

An introduction to the uses of microcomputers in business. Primary emphasis on spreadsheet analysis. Also includes DOS, word processing, database management. Fall, Spring. Credit, 3 semester hours.

DSC 209. Spreadsheet and Database Management

A comprehensive advanced-level course in spreadsheet analysis and database management. The focal point in this course will be on the use of spreadsheet analysis and database management to address contemporary business problems. Fall, Spring. Credit, 3 semester hours. PREREQ: DSC 109 or permission of the instructor.

DSC 313. Business Statistics I

A study of descriptive statistics including functional and summation notation, describing data graphically and numerically, and probability distributions. Fall, Spring. Credit, 3 semester hours. PREREQ: MAT 107.

DSC 314. Business Statistics II

A study of statistical inference including probability theory, random variables and probability distributions, testing hypotheses, estimating unknown parameters, analysis of variance, and linear and multiple regression. Fall, Spring. Credit, 3 semester hours. PREREQ: DSC 313.

DSC 365. Management Science

The mathematical concepts application to the solution of management problems. Topics include linear programming, decision theory, optimization, queuing theory, and transportation modeling. As Announced. Credit, 3 semester hours. PREREQ: DSC 314, MGT 307.

DSC 413. Management Information Systems

Introductory examination of the role of information systems in the support of managerial decisions. Communications theory, electronic storage systems, data base accumulation. As Announced. Credit, 3 semester hours. PREREQ: DSC 209, MGT 307.

ECONOMICS (ECN)**ECN 100. Economics of Social Issues**

Economic thinking applied to persistent economic problems and issues in a market economy. Emphasis on implications for government policy rather than on the underlying theory. Topics include the nature of an economic system, demand and supply, monopolies, pollution and public goods, ethics and law, unemployment, inflation, the Federal Reserve System and money. Fall, Spring. Credit, 3 semester hours.

ECN 202. Principles of Microeconomics

This course focuses on the individual decisions in the market economy. After an interview of how a market economy works, the course develops theories of consumer behavior, the behavior of firms in various degrees of competition, and workers' decision to offer labor. Government regulation of markets is also examined. Fall, Spring. Credit: 3 semester hours.

ECN 203. Principles of Macroeconomics

This course offers an overall picture of the operation of our economy. The course focuses on how the economic system determines the level of national income, the unemployment rate, and the rate of inflation. Fiscal, monetary, and supply-side policies are discussed. Fall, Spring. Credit: 3 semester hours.

ECN 206. Economic Geography (GGY 206)

Geographic analysis of the location, development and distribution of major industries, resources, agricultural products, and economic services. Study of economic development problems and prospects. Fall, Spring. Credit, 3 semester hours.

ECN 301. Managerial Economics

Price determination, income distribution, consumer behavior, resource allocation, and the theory of the firm. Fall, Spring. Credit, 3 semester hours. PREREQ: A "C" or better in MAT 107 and ECN 202 or permission of the instructor.

ECN 304. Money, Financial Markets, and Institutions

Study of financial institutions and their role in the economy. Analysis includes the Keynesian macroeconomic model and effects of money and credit on national income, prices, and interest rates. Fall, Spring. Credit, 3 semester hours. PREREQ: A "C" or better in MAT 107 and ECN 203 or permission of the instructor.

ECN 330. Public Finance (PSPA 331)

A descriptive and analytical study of government revenues and government expenditures. Includes federal, state, and local levels of government. As Announced. Credit, 3 semester hours. PREREQ: ECN 202 or ECN 203.

ECN 341. U. S. Economic History (HST 341)

A study of the United States economy from colonization to the present. Spring. Credit, 3 semester hours. PREREQ: Permission of instructor.

ECN 406. Comparative Economic Systems

A comparative study of alternative economic systems, including communism, socialism, and capitalism. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 407. Labor Economics

Examines the nature of the labor markets and problems dealing with labor groups. Topics include history of the labor movement, union structure, labor law, collective bargaining. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 408. Economic Development

Analysis of economic and social problems of underdeveloped regions. Theories and strategies of economic growth and development designed to accelerate solutions to these problems. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 411. Development of Economic Thought

A basic course in the development of economic theories and doctrines, from the ancient Greeks to the present day. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 440. International Trade

An introductory analysis of international trade relations, the nature of a country's imports and exports, costs and benefits of trade protectionism, the role of trade in the domestic economy, balance of payments, and the determination of exchange rates. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 495. Special Topics in Economics

The study of a particular topic of special importance, relevance, and currency in the field of economics. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. As Announced. Credit, 3 semester hours. PREREQ: ECN 202, ECN 203.

ECN 499. Directed Studies in Economics

Independent study in an area of economics of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. Fall, Spring. Credit, 1-3 semester hours. PREREQ: ECN 202, ECN 203, and permission of the Department.

FINANCE (FIN)**FIN 205. Personal Finance**

Course focuses on tools consumers can use in making purchase decisions. Topics include planning and managing personal finances, credit, insurance, real estate, financial investments, retirement planning and estate planning. As Announced. Credit, 3 semester hours.

FIN 304. Money, Financial Markets, and Institutions (ECN 304)

Study of financial markets and financial institutions and their role in the economy. Analysis includes the Keynesian macroeconomic model and effects of money and credit on national income, prices, and interest rates. Fall, Spring. Credit, 3 semester hours. PREREQ: A "C" or better in MAT 107 and ECN 203 or permission of the instructor.

FIN 310. Business Finance

Principles of financial management as they apply to American business organizations. The role of finance and the financial manager, risk, return and interest rates, long-term investment decisions,

cost of capital, and short and long term financing decisions. Fall, Spring. Credit, 3 semester hours. PREREQ: A "C" or better in ACC 228, DSC 313 or equivalent statistical course, and MAT 107 or permission of the instructor.

FIN 410. Financial Management

Finance from the viewpoint of the financial manager. This course introduces and utilizes the case study method to explore differences in financial policy, financial statements for ratio analysis, capital budgeting investment decisions, and strategic bond and stock valuations. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in FIN 310 or permission of the instructor.

FIN 418. Investment Analysis and Portfolio Management

Equity and debt securities as investments, the organization and functions of the capital market, and the analysis and evaluation of securities and portfolios. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in FIN 310 or permission of the instructor.

FIN 420. Bank Management and Policy

Course focuses on the theory and practice of management of commercial banks and other depository institutions. Primary emphasis is on the application of concepts and analytical tools crucial to decisions facing managers of contemporary banks. Areas covered include financial and portfolio management, deposit acquisitions, capital adequacy, managerial objectives, market and regulatory environment, and dimensions of risk. Spring. Credit, 3 semester hours. PREREQ: A "C" or better in FIN 310 or permission of the instructor.

FIN 480. Bank Internship

A work experience in a bank or financial institution where the student, under academic and employer supervision, participates in actual managerial functions and is exposed to the daily operation, decisions and working policies of the bank (minimum of 40 work hours per semester credit hour required). Students must keep an extensive diary of work experiences and submit frequent reports to the academic supervisor. As Announced. Credit, 1-3 semester hours. Pass/Fail. May be repeated for credit. PREREQ: A "C" or better in FIN 310 and the consent of Dean or faculty member supervising bank internships.

FIN 495. Special Topics in Finance

The study of a particular topic of special importance, relevance, and currency in the field of finance. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in FIN 310 or permission of the instructor.

FIN 499. Directed Studies in Finance

Independent study in an area of finance of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. Fall, Spring. Credit, 1-3 semester hours. PREREQ: A "C" or better in FIN 310 and permission of the Department.

MANAGEMENT (MGT)

MGT 215. Legal Environment of Business

The legal environment of business, contracts, personal property, commercial transactions, and forms of business organization. Fall, Spring. Credit, 3 semester hours.

MGT 216. Commercial Law

Study of the commercial legal environment in which business enterprises operate. Examines the law of contracts, sales and warranties, security interests, commercial paper, and debtor and creditor rights. As Announced. Credit, 3 semester hours.

MGT 303. Business Communications

Development of skill in the fundamentals of oral and written communication skills. In addition to studying the concepts of communication, students are required to make both oral and written presentations. The importance of effective communication within the business context is emphasized. Fall, Spring. Credit, 3 semester hours.

MGT 307. Principles of Management

Introductory study of the decision-making process tied to the planning, organizing, leading, and controlling of profit and non-profit organizations. Fall, Spring. Credit, 3 semester hours.

MGT 308. Organizational Theory and Behavior

Study of behavioral science concepts as they apply in organizational settings. Issues discussed include individual behavior, group behavior, leadership, motivation, and organizational design/development. As Announced. Credit, 3 semester hours. PREREQ: MGT 307.

MGT 315. International Business

An introduction to and an overview of the essential elements of international business. The course focuses on understanding and analyzing dynamics between corporate policies, strategies, management, and operations in international business and the cultural, political, social, legal, financial, and economic environments in which they operate. As Announced. Credit, 3 semester hours. PREREQ: MGT 307.

MGT 381, 382, 383, 384. Students in Free Enterprise I, II, III, IV

Educational experience in hands-on learning of free enterprise education. Students will be required to complete a minimum of 50 hours of project work in addition to other requirements set by the instructor. Fall, Spring. Credit, 1 semester hour each. PREREQ: permission of the instructor.

MGT 408. Human Resource Management

Application of behavioral science concepts in the development of hiring, training, and compensation policies relevant to the management of people at work. As Announced. Credit, 3 semester hours. PREREQ: MGT 307.

MGT 410. Small Business Management

Consideration of opportunities and obstacles involved in starting and operating a small business. Emphasis is placed on integrating major concepts from finance, marketing, operations, and accounting as they apply to owning and operating a small business. Fall. Credit, 3 semester hours. PREREQ: MGT 307, MKT 312, FIN 310.

MGT 411. Small Business Institute Problems

Project-oriented course in which teams, under the supervision of the instructor, provide consulting assistance to individuals who are starting a new business or currently operating a small business. Emphasis is placed on integration and application of business concepts to actual business situations. Limited enrollment. Spring. Credit, 3 semester hours. PREREQ: MGT 307, MKT 312, FIN 310 (MGT 410 desirable, but not required).

MGT 441. Operations Management

Operations management is responsible for systems that create goods and/or provide services. The course examines the techniques required to operate the system and points out potential problems. Global systems, with emphasis on Japan, are discussed. Fall, Spring. Credit, 3 semester hours. PREREQ: DSC 314, MGT 307.

MGT 466. Business Policy

Course integrates knowledge from functional areas through analysis of complex business problems. Case approach requires student involvement in decision making. Fall, Spring. Credit, 3 semester hours. PREREQ: ACC 331 or MGT 441, MGT 303, and a "C" or better in MGT 307, MKT 312 and FIN 310 or permission of the instructor.

MGT 480. Management Internship

A work experience in an operating business where the student, under academic and employer supervision, participates in actual managerial functions (40 work hours per semester credit hour). Student must keep extensive diary of work experiences and submit frequent reports to academic supervisor. All internships, practica, and other external learning experiences are supervised by UNC Pembroke faculty, who also assign grades in the courses. Fall or Spring, contingent on faculty availability. Credit, 3 semester hours. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

MGT 495. Special Topics in Management

The study of a particular topic of special importance, relevance, and currency in the field of management. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. As Announced. Credit, 3 semester hours. PREREQ: MGT 307.

MGT 499. Directed Studies in Management

Independent study in an area of management of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. Fall, Spring. Credit, 1-3 semester hours. PREREQ: MGT 307 and permission of the Department.

MARKETING (MKT)**MKT 312. Principles of Marketing**

An introductory course in basic marketing principles is viewed from the perspective of a marketing manager. Topics covered include the marketing concept, product analysis, consumer behavior, channels of distribution, pricing, promotion, international marketing, and marketing's role in society. Fall, Spring. Credit, 3 semester hours.

MKT 320. Consumer Behavior

Examination of the consumer decision-making process, including searching for, purchasing, using, evaluating, and disposing of products and services. Emphasis on how marketing mix, social-cultural factors, inner characteristics, and lifestyle affect consumer behavior. Discussion of current examples and public policy issues. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in MKT 312 or permission of the instructor.

MKT 405. Retail Management

Study of retail structure and organization. Analysis of major store functions including buying, selling, pricing, advertising, and inventory control. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in MKT 312 or permission of the instructor.

MKT 420. Personal Selling and Sales Management

An overview of skills and knowledge involved in personal selling management of sales programs. Emphasis on learning the different techniques for developing personal selling presentations, prospecting for customers, managing customer accounts, and sales management theories and their applications. As Announced. Credit, 3 semester hours. PREREQ: A "C" or better in MKT 312 or permission of the instructor.

MKT 430. Integrated Marketing Communications

A study of advertising planning and strategy. Topics include economics and social aspects, types of advertising, advertising objectives, development of advertising messages, media selection and evaluation, and advertising research. As Announced. Credit, 3 semester hrs PREREQ: A "C" or better in MKT 312 or permission of the instructor.

MKT 450. Marketing Research

A study of the application of research methods, both quantitative and qualitative, in the collection of marketing information and the development of marketing strategy. Applied marketing research studies

are examined from the perspectives of planning, designing, executing, and interpreting. As Announced. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 312 and DSC 314 or permission of the instructor.

MKT 480. Marketing Strategy

Integration of marketing elements in a strategic planning framework. Topics include demand analysis, formulating marketing strategies, establishing marketing policies and procedures, coordinating marketing actions, and evaluating performance of marketing functions. Fall, Spring. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 312 or permission of the instructor.

MKT 495. Special Topics in Marketing

The study of a particular topic of special importance, relevance, and currency in the field of marketing. The content of the special topics course varies with each offering. Course may be repeated as long as topic being studied is different. As Announced. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 312 or permission of the instructor.

MKT 499. Directed Studies in Marketing

Independent study in an area of marketing of particular interest to a student under the direction of one or more faculty members. Students must submit detailed proposals for a directed study, detailing the proposed plan of study, research involved, dates for deliverables, final product to be produced, and faculty who will be supervising. Proposals will be reviewed by a faculty committee to determine acceptance of the proposal. Fall, Spring. Credit, 1-3 semester hours. PREREQ: A “C” or better in MKT 312 and permission of the Department.