

MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS

Chair: Ed Powers

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The Department of Management, Marketing, and International Business offers a Bachelor of Science degree in Business Administration with optional tracks in Management, Marketing, or International Business.

The Management track seeks to develop leaders capable of directing employees and organizations. Graduates are prepared for a wide variety of careers in retailing, manufacturing, health care, state and federal government, banking, the hospitality industry, and university and college administration.

The Marketing track develops the skills necessary to work successfully with consumer and business-to-business markets. Graduates are prepared for careers in retailing, advertising, corporate marketing, sales and sales management, the hospitality industry, and distribution management.

The International Business track is the Department's newest offering. It reflects the increasing globalization of the United States economy, and provides preparation for careers in international trade. Employment opportunities include multinational companies, and federal agencies such as the Department of Commerce, the State Department, and U.S. Customs, as well as the international trade offices of individual states.

Students in the MMIB Department have opportunities for internships, study abroad, and membership in our nationally award-winning chapter of Students in Free Enterprise (SIFE). The Departmental curriculum also provides the necessary preparation for admission into a Master of Business Administration (MBA) program.

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 and 215 or 221, ECN 202, 203	44
BSBA Common Body of Knowledge	42
DSC 209, BLAW 215; ACC 227, 228; DSC 313, 314; MGT 303, 306; MKT 312, FIN 310; ECN 301 or ECN/FIN 304; ITM 301; MGT 441, 466	
Tracks (see below): select one	12-24
International Business, Management, Marketing	
Business Electives (300 or 400 level)	6
General Electives	3-15
	Total:120

Tracks: select one

International Business Track (24 hours): MGT 315, FIN 421, MKT 313, ECN 440; 6 hours of any foreign language at the 200+ level; 6 hours of approved International Studies abroad, or any 2 of the courses listed below, or a combination of these two options: HST 332, 344, 345, 372, 373, 374, 375, 386, 417, 421, 427, 433; PSPA 200, 251, 355, 370, 375, 380; GGY 102, 200, 206

Management Track (12 hours): MGT 309, 315, 408, 410

Marketing Track (12 hours): MKT 430, 450, 480; and either MKT 313, 320, 405, 420 or MKTS 4xx

MINORS (for non-Business majors only)

Requirements for a Minor in Business Administration	Sem. Hrs.
ACC 227, ACC 228, MGT 306, MKT 312, FIN 310, ECN 100	

Total: 18

Requirements for a Minor in Marketing	Sem. Hrs.
Required Courses ACC 227, MGT 303, MGT 306, MKT 312	12
Choose one course from: MKT 430 or PRE 430	3
Choose one course from: MKT 405, MKT 420, MKT 480, MKTS 4xx	3

Total: 18

EVENING AND DISTANCE PROGRAMS

The Bachelor of Science in Business Administration, with a track in Management, may be earned in whole or in part by attending classes in the evening or online. This is the only such complete, undergraduate degree program currently offered by the University.

COURSES

MANAGEMENT (MGT)

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 306. Organization and Management

Introductory study of management processes within profit and non-profit organizations. Emphasis on behavioral issues as applied to organizations, such as motivation, teams, perception, and organizational development. Fall, Spring. Credit, 3 semester hours.

MGT 309. Organizational Leadership

A survey of theoretical and contemporary approaches to leadership in organizations. Issues such as decision-making, change, power, strategy, and social responsibility are also addressed as they relate to leader effectiveness. Fall, Spring. Credit, 3 semester hours. PREREQ: MGT 306.

MGT 315. International Management

An introduction to and an overview of the essential elements of international management. Emphasis on the application of behavioral and strategic management practices to global business environments. As Announced. Credit, 3 semester hours. PREREQ: MGT 306.

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 407. Organization Theory

An examination of contemporary organizations from a theoretical perspective. Topics include but are not limited to organizational structure and design, organizational lifecycle, culture, ethics and social responsibility, strategy, technology, innovation and change, conflict, power, and politics. Credit, 3 semester hours. PREREQ: MGT 306 or 307 or 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 306.

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 306, 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 306, 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 306.

MGT 466. Business Strategy

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 306, 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 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 306 and permission of the Department.

MGTS 4xx. 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 306.

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 313. International Marketing

This course examines the role of marketing in international arenas. Will be concerned with societal, cultural, as well as economic aspects of marketing in different countries. As Announced. Credit, 3 semester hours. PREREQ: MKT 312.

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 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.

MKTS 4xx. 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.