

## MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS

Chair: Christopher Ziemnowicz

Rick Crandall<sup>1</sup>  
Michael Menefee<sup>3</sup>  
Michael Poletti

Eric Dent  
Cammie Oxendine<sup>4</sup>  
Ed Powers

Howard Ling<sup>2</sup>  
John Parnell<sup>5</sup>  
John E. Spillan<sup>6</sup>

<sup>1</sup>Director of AACSB

<sup>2</sup>Director of Master of Business Administration Program

<sup>3</sup>Thomas Family Professor of Entrepreneurship

<sup>4</sup>Acting Dean, School of Business

<sup>5</sup>Belk Distinguished Professor of Management

<sup>6</sup>Director of International Programs

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 is designed to develop a student's understanding of the general principles, processes, and practices that are integral to leading and managing an organization and its employees. Courses provide students with an opportunity to develop and strengthen their skills in leadership, interpersonal relations, human resource management, small business management, international business, and strategic management. Graduates have a wide variety of career options that include human resource management, small business ownership, retailing, manufacturing, health care, state and federal government, banking, hospitality, and other service industries, as well as university and college administration.

The Marketing track develops the general skills necessary to work successfully in consumer and business-to-business markets. Students develop marketing strategies and effectively manage operations focusing on customers, competitive challenges, and the opportunities for new products, services, and markets. Courses provide an opportunity to prepare for marketing functions that include research, product planning, and consumer behavior, as well as advertising and promotion. Graduates work in a broad range of organizations and have careers in fields that include distribution management, advertising, public relations, corporate marketing, sales and sales management, retailing, and non-profit organizations, as well as in government.

The International Business track focuses on management issues facing business leaders in the rapidly evolving global marketplace. It prepares students to manage issues in the increasing globalization of business and the United States economy. Courses expose students to a variety of business areas including economics, finance, marketing, and management. In addition, the curriculum enables a student to develop an understanding of how markets, governments, and social systems interact to affect businesses. Students can prepare themselves for careers as global business leaders and develop strategies for improved organizational performance. Employment opportunities include multinational companies in the U.S. and abroad, numerous governmental 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 with programs that include The Magellan Exchange, 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

<b>Requirements for a Bachelor of Science in Business Administration</b>	<b>Sem. Hrs.</b>
Freshman Seminar	1
General Education, including: MAT 1070 and 2150 or 2210, ECN 2020, 2030	44
BSBA Common Body of Knowledge	42
DSC 2090, BLAW 2150; ACC 2270, 2280; DSC 3130, 3140; MGT 3030, 3060; MKT 3120, FIN 3100; ECN 3010 or ECN/ FIN 3040; ITM 3010; MGT 4410, 4660	
Track (see below): choose one	12-24
International Business, Management, Marketing	
Business Electives (3000 or 4000 level)	6
General Electives	3-15
	<b>Total:120</b>

**Tracks:** select one

**International Business Track** (24 hours): MGT 3150, FIN 4210, MKT 3130, ECN 4400; 6 hours of any foreign language at the 2000+ level; 6 hours of approved International Studies abroad, or any 2 of the courses listed below, or a combination of these two options: HST 3320, 3440, 3450, 3720, 3730, 3740, 3750, 3860, 4170, 4210, 4270, 4330; PSPA 2000, 2510, 3550, 3700, 3750, 3800; GGY 1020, 2000, 2060

**Management Track** (12 hours): MGT 3090, 3150, 4080, 4100

**Marketing Track** (12 hours): MKT 4300, 4500, 4800; and either MKT 3130, 3200, 4050, 4200 or MKTS 4xxx

### MINORS (for non-Business majors only)

<b>Requirements for a Minor in Business Administration</b>	<b>Sem. Hrs.</b>
ACC 2270, ACC 2280, MGT 3060, MKT 3120, FIN 3100, ECN 1000	
	<b>Total: 18</b>

<b>Requirements for a Minor in Marketing</b>	<b>Sem. Hrs.</b>
Required Courses ACC 2270, MGT 3030, MGT 3060, MKT 3120	12
Choose one course from: MKT 4300 or PRE 4300	3
Choose one course from: MKT 4050, MKT 4200, MKT 4800, MKTS 4xxx	3
	<b>Total: 18</b>

### 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 3010. Organizational Crisis Management

Crisis management focuses on helping decision makers address low probability, high impact events that may occur to their organizations. Such events include, but are not limited to, workplace violence, fires, severe weather damage, consumer boycotts, terrorist attacks, product sabotage, or industrial accidents. This course follows a four stage approach to a comprehensive crisis management program: landscape survey, strategic planning, crisis management, and organizational learning. Credit, 3 semester hours. PREREQ: junior or senior standing.

**MGT 3030. 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. Credit, 3 semester hours. PREREQ: A "C" or better in ENG 1060.

**MGT 3060. 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. Credit, 3 semester hours.

**MGT 3090. 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. Credit, 3 semester hours. PREREQ: MGT 3060.

**MGT 3150. 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. Credit, 3 semester hours. PREREQ: MGT 3060.

**MGT 3810, 3820, 3830, 3840. 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. Credit, 1 semester hour each. PREREQ: permission of the instructor.

**MGT 4070. 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 3060 or 3070.

**MGT 4080. 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. Credit, 3 semester hours. PREREQ: MGT 3060.

**MGT 4100. 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. Credit, 3 semester hours. PREREQ: MGT 3060, MKT 3120, FIN 3100.

**MGT 4110. 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. Credit, 3 semester hours. PREREQ: MGT 3060, MKT 3120, FIN 3100 (MGT 4100 desirable, but not required).

**MGT 4410. 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. Credit, 3 semester hours. PREREQ: DSC 3140, MGT 3060.

**MGT 4420. Supply Chain Management (DSC 4420)**

Introduces students to new and emerging topics, tools, and techniques in operations and supply chain management. The course emphasizes coordination, integration, and decision making regarding the interaction of the firm with its suppliers and customers, where planning, design, and control of all aspects of supply chains including design and control of material and information systems, supplier development, supplier selection, customer relationship management and quality issues such as outsourcing in supply chain are discussed. Credit, 3 semester hours. PREREQ: ECN 2020 and 2030, DSC 3130, MAT 1070, ITM 3010

**MGT 4500. Ethics and Capitalism**

An examination of the moral, philosophical, and economic foundations of capitalism. Topics include both foundational works and contemporary issues. Credit, 3 semester hours.

**MGT 4660. Business Strategy**

Course integrates knowledge from functional areas through analysis of complex business problems. Case approach requires student involvement in decision making. Credit, 3 semester hours. PREREQ: ACC 3310 or MGT 4410, MGT 3030, and a "C" or better in MGT 3060, MKT 3120 and FIN 3100.

**MGT 4800. 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. Credit, 3 semester hours. Pass/Fail. PREREQ: Written proposal and consent of Department Chair.

**MGT 4990. 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. Credit, 1-3 semester hours. PREREQ: MGT 3060 and permission of the Department.

**MGTs 4xxx. 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. Credit, 3 semester hours. PREREQ: MGT 3060.

**MARKETING (MKT)****MKT 3120. 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. Credit, 3 semester hours.

**MKT 3130. 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. Credit, 3 semester hours. PREREQ: MKT 3120.

**MKT 3200. 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. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120.

**MKT 4050. Retail Management**

Study of retail structure and organization. Analysis of major store functions including buying, selling, pricing, advertising, and inventory control. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120.

**MKT 4200. 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. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120.

**MKT 4300. 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. Credit, 3 semester hrs PREREQ: A “C” or better in MKT 3120.

**MKT 4500. 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. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120 and DSC 3140.

**MKT 4800. 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. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120.

**MKT 4990. 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. Credit, 1-3 semester hours. PREREQ: A “C” or better in MKT 3120 and permission of the Department.

**MKTS 4xxx. 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. Credit, 3 semester hours. PREREQ: A “C” or better in MKT 3120 or permission of the instructor.