MANAGEMENT AND MARKETING

Schneider Social Science 400E
715-836-3677
www.uwec.edu/mgmtmktg

The Department of Management and Marketing offers comprehensive majors in Management, Marketing, International Business, and Health Care Administration, as well as a standard major in Business Administration. Within the Management major, specialized emphases are available in Human Resource Management, Operations and Supply Chain Management, and Entrepreneurship, in addition to the general Management option. The Marketing major offers emphases in Professional Sales and Marketing Analytics, in addition to the general Marketing option. The Health Care Administration major is targeted toward students preparing for careers in managing post-acute health care institutions.

The standard major in Business Administration is offered for those students interested in the flexibility of a major/minor or major/certificate program of study, particularly for those interested in a minor or certificate outside the College of Business. Many of the minors and certificates offered within the College of Business do not satisfy university academic concentration requirements (http://catalog.uwec.edu/undergraduate/graduation-requirements/theader16) when paired with the Business Administration major, and some minors (all of the Management minors, all of the Marketing minors, and the Business Administration minor) may not be paired as a secondary program with the Business Administration major. Please see the list of approved double major and major/minor combinations within a single department (http://catalog.uwec.edu/undergraduate/business/#academicprogramstext) in the College of Business.

The department also offers five minors. The Business Administration minor provides a broad survey of business principles for non-business majors. Minors in Management, Marketing, and Entrepreneurship provide an opportunity for students to gain more focused study and are available to all students, including those with a major (other than the Business Administration major) in the College of Business. The International Business minor is also available to students in the College of Business and to students not in the College of Business who meet prerequisite requirements.

Major/Minor Combinations are allowed in the Department of Management and Marketing. See Major/Minor Combinations (http://catalog.uwec.edu/undergraduate/business/#academicprogramstext).

All students earning the BBA degree with a major in Business Administration, Health Care Administration, International Business, Management (all emphases) or Marketing (all emphases) must complete the High Impact Practices (HIP) assessment during their last semester. The HIP assessment is administered electronically during the fall, spring, and summer terms.

Department of Management and Marketing Scholarships

Refer to the College of Business website (http://www.uwec.edu/academics/college-business/academic-resources/scholarships/) for an up-to-date listing of Department of Management and Marketing scholarships, or contact the department chair, Schneider 400E.

Department Honors – Management and Marketing

The Management and Marketing Honors Program provides students within the Management and Marketing Department with opportunities for academic enrichment and challenge beyond usual course coverage and requirements. The program encourages and enables outstanding students to pursue high-level internships, collaborative research projects, and other high-impact projects. The program enhances students’ capacity for critical inquiry and independent learning, and develops their potential for leadership in the management, marketing, and health care administration professions. (Academic credit earned doing honors work in the Management and Marketing Honors program may also potentially count for students currently in the University Honors Program).

Participation in the Management and Marketing Honors Program is documented on the student’s university record. For more information, please contact Dr. Kristy Lauver, department chair of Management and Marketing.

Eligibility. Upper-class management, marketing, health-care administration, international business, or business administration majors with a resident, overall GPA of 3.75 or higher and major-specific GPA of 3.80 or higher.

Procedure. Eligible students will be sent information about the honors program during their sophomore year, including details on how to apply to the Honors program.

Requirements. To graduate with Departmental Honors in Management and Marketing, students must achieve resident and overall GPAs of 3.75 or higher and major GPAs of 3.80 or higher, pass the final review by the Management and Marketing Honors committee indicating appropriate rigor in their Honors work, and successfully complete at least two of the following Honors experiences:

- Participate in a substantial faculty/student collaborative research project
- Present the results of a research project at a regional, national, or international conference
- Design and execute, under the guidance of a department faculty member, a substantial professional project (e.g., for community members or agencies, or local companies), with substantial written report
- Undertake an approved management and marketing internship or health-care practicum and write an in-depth professional reflection paper
- Publication of a paper in a peer-reviewed journal
- Study abroad or participation in the National Student Exchange with completion of a related Honors project
- Other Honors projects approved by the department chair and the department Honors committee.

Faculty

Kristy Lauver, Chair
Trond Bergestuen
Lenita Davis
Longzhu Dong
Kranti Dugar
Melissa Emerson
Jennine Fox
Jessica Gardner
Daniel Gullifor
Nancy Hanson-Rasmussen
Frances Hawes
Robert Heintz
Jennifer Johs-Artisensi
Kate Kim
Scott Lester
Abraham Nahm
Douglas Olson
Brent Opall
Ann Rupnow
Scott Swanson
Theresa Wells
Rebecca Wyland
Xiaoyu (Shawn) Yang

**Minors**

* Minor: Business Administration (http://catalog.uwec.edu/undergraduate/business/management-marketing/business-administration-minor/)
* Minor: Entrepreneurship (http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-minor/)
* Minor: Management (http://catalog.uwec.edu/undergraduate/business/management-marketing/management-minor/)
* Minor: Marketing (http://catalog.uwec.edu/undergraduate/business/management-marketing/marketing-minor/)
* Minor: International Business (http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-minor/)

**Majors**

* Comprehensive Major: Health Care Administration - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-marketing/health-care-administration-comprehensive-major-bba/)
* Comprehensive Major: Marketing - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-marketing/marketing-comprehensive-major-bba/)
* Comprehensive Major: Marketing, Marketing Analytics Emphasis - B.B.A. (http://catalog.uwec.edu/undergraduate/business/management-marketing/marketing-marketing-comprehensive-major-marketing-analytics-bba/)

**Certificates**

* Certificate: Leadership Studies (http://catalog.uwec.edu/undergraduate/business/management-marketing/leadership-studies-certificate/)
* Certificate: Entrepreneurship (http://catalog.uwec.edu/undergraduate/business/management-marketing/entrepreneurship-certificate/)
* Certificate: International Business (http://catalog.uwec.edu/undergraduate/business/management-marketing/international-business-certificate/)
* Certificate: Digital Marketing Analytics (http://catalog.uwec.edu/undergraduate/business/management-marketing/digital-marketing-analytics-certificate/)
* Certificate: Professional Sales (http://catalog.uwec.edu/undergraduate/business/management-marketing/professional-sales-certificate/)

**Business Administration (BSAD)**

**BSAD 100 Introduction to the World of Business (1 cr)**

Prerequisite: Credit cannot be earned if taken after BSAD 101.

* Credit cannot be counted toward any College of Business major or minor programs.

This course helps students develop the knowledge and competencies necessary to reach their educational potential. Topics include leadership, teamwork, goal setting, time management, communication skills (interpersonal, oral, and written), social responsibility, globalization, and diversity.

Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

**BSAD 105 Essentials of Accounting (2 crs)**

Prerequisite: Credit cannot be earned if taken after ACCT 201.

* Credit cannot be counted toward any College of Business major or minor programs.

This course teaches students how to interpret basic financial statements. Students learn the parts of annual reports issued by companies, the differences between balance sheets and income statements, and basic accounting terminology.

Attributes: Special Course Fee Required
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

**BSAD 110 Business Leadership Institute (1-2 crs)**

Prerequisite: New Freshmen Only

This course helps students develop the knowledge and competencies necessary to reach their educational potential. Topics include leadership, teamwork, goal setting, time management, communication skills (interpersonal, oral, and written), social responsibility, globalization, and diversity.

Lecture/Discussion Hours: 1-2
Lab/Studio Hours: 0
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
<th>Attributes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSAD 115</td>
<td>Essentials of Human Resource Management (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after MGMT 349.</td>
<td>Special Course Fee Required</td>
<td>This course examines policies and practices relating to recruitment, selection, training and development, performance appraisal, reward systems, and employee relations. This course is for non-business students seeking a business elective or the business administration certificate.</td>
</tr>
<tr>
<td>BSAD 120</td>
<td>Essentials of Personal Finance (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after FIN 135.</td>
<td>Special Course Fee Required</td>
<td>This course teaches how to manage your finances. You learn how to track spending, set up a budget, avoid hidden costs in transactions, and invest. You learn personal finance terminology used in the financial press.</td>
</tr>
<tr>
<td>BSAD 125</td>
<td>Essentials of Marketing (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after MKTG 330.</td>
<td>Special Course Fee Required</td>
<td>This course provides students with a basic understanding of marketing. Students learn the role of product, price, promotion, and distribution in the marketing process and explore how marketing impacts their chosen field.</td>
</tr>
<tr>
<td>BSAD 130</td>
<td>Essentials of Management (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after MGMT 340.</td>
<td>Special Course Fee Required</td>
<td>This course explores basic managerial functions such as planning, organizing, staffing, directing, and controlling. Topics include the application of management principles to include aspect of authority, departmentalization, line and staff relations, and comparative management.</td>
</tr>
<tr>
<td>BSAD 135</td>
<td>Essentials of Business Communication (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after both BCOM 206 and BCOM 207.</td>
<td>Special Course Fee Required</td>
<td>This course introduces students to the basics of business communication. Students learn to determine the most effective means to communicate the plan, revise, and polish communication for business.</td>
</tr>
<tr>
<td>BSAD 140</td>
<td>Essentials of Information Systems (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after IS 240.</td>
<td>Special Course Fee Required</td>
<td>This course offers a focus on personal information systems to enhance your productivity in today's digital environment. It emphasizes computer use, tool integration, and support of business processes.</td>
</tr>
<tr>
<td>BSAD 145</td>
<td>Essentials of Business Law (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after BSAD 305 or BSAD 306.</td>
<td>Special Course Fee Required</td>
<td>This course examines the business legal environment, including sources of law and forms of business ownership. You will learn basic principles of agency, contract law, warranty and commercial paper.</td>
</tr>
<tr>
<td>BSAD 150</td>
<td>Essentials of Investing (2 crs)</td>
<td>2</td>
<td>Credit cannot be earned if taken after FIN 320.</td>
<td>Special Course Fee Required</td>
<td>This course teaches the basics of financial investments. You will learn to identify investments and when and how much to invest. Topics include real estate, financial instruments, and insurance annuities. You will learn basic investment terminology.</td>
</tr>
</tbody>
</table>
BSAD 155 Essentials of Leadership (2 crs)
Prerequisite: Credit cannot be earned if taken after MGMT 300 OR MGMT 340.
- Credit cannot be earned toward any College of Business major or minor programs.
This course will examine how "good" leadership has evolved, delve into theories that describe the process of leadership, and explore the various roles 21st century leaders must embrace to be effective.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BSAD 180 Foundations for Success in Business (3 crs)
Prerequisite: Declared College of Business major or COB undecided. Open to Freshman only.
Introduction to business and the integration of functional areas within business. Individual and group work investigating foundations of business success. Introduction to College of Business learning goals of teamwork, communication, and problem solving.
Attributes: Special Course Fee Required
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BSAD 191 Special Topics (1-3 crs)
Selected topics of special interest to students and faculty, not normally covered in regular classes.
Repeat: Course may be repeated for a maximum of 6 credits

BSAD 202 Business Statistics (3 crs)
Probability and statistics applied to business problems; frequency and probability distributions, mean and variance, normal distribution, hypothesis testing, linear regression and correlation.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BSAD 210 Service-Learning in Business Administration (1 cr)
Students must complete 30 hours of volunteer service. Type of service must be approved by your faculty supervisor. A journal must be kept throughout the service-learning project documenting when, how long, and the type of activity. The service-learning project must be completed within one calendar year (preferably one semester). Assignments outstanding longer than this will be graded unsatisfactory.
Attributes: Service-Learning, Full 30 Hours
Grading Basis: S/U Only Grade Basis
Lecture/Discussion Hours: 0
Lab/Studio Hours: 2

BSAD 300 Equity, Diversity, and Inclusion in the Workplace (1 cr)
Prerequisite: Completion of 45 credits
Develops the awareness and sensitivity of students to issues of race, religion, culture, age, gender, sexual orientation, and disabilities in the workplace.
Attributes: Cultural Diversity 1 cr.
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

BSAD 305 Legal and Regulatory Environment (3 crs)
Prerequisite: Completion of 54 credits
This course considers legal and ethical issues affecting American business. Students will learn to recognize, prevent, and manage related risks in the legal and regulatory environment in which businesses operate. Students are introduced to the U.S. court system, alternative dispute resolution techniques, and administrative law. Sustainability of business practices, social responsibility, and rights and duties are emphasized through discussion of topics such as environmental law, employment discrimination, torts, agency principles, and related constitutional law principles.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BSAD 306 Business Law (3 crs)
Prerequisite: Minimum junior standing.
- BSAD 305 is recommended prior to enrollment in this course.
Law of contracts, sales, negotiable instruments, secured transactions, suretyship, bankruptcy, accountant's legal liability, personal property, bailments and documents of title, real estate, wills, trusts, and insurance.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BSAD 315 International Business Law (3 crs)
Prerequisite: Minimum junior standing.
A study of private and public law as it affects U.S. companies dealing in international business.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

BSAD 395 Directed Studies (1-4 crs)
Consent: Department Consent Required
BSAD 398 Internship Program I (1-3 crs)
Prerequisite: ECON 103, 104, ACCT 201, IS 240. Minimum junior standing
Consent: Department Consent Required
- Acceptance in Internship Program. See description under College of Business.
A maximum of three credits of BSAD 398, MGMT 398, and MKTG 398 may be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.

Students will participate in work experiences related to their area of interest.

Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required
Repeat: Course may be repeated for a maximum of 3 credits

BSAD 399 Independent Study Projects (1-4 crs)
Prerequisite: Minimum junior standing.
Consent: Department Consent Required
Lab/Studio Hours: 0
Repeat: Course may be repeated
Lecture/Discussion Hours: 1-4

BSAD 491 Selected Topics in Business (1-3 crs)
Prerequisite: Minimum senior standing.
Consent: Instructor Consent Required
Small groups will study topics selected because of a special interest on the part of students or faculty.
Repeat: Course may be repeated
Lecture/Discussion Hours: 1-3
Lab/Studio Hours: 0

BSAD 495 Directed Projects (3 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
Internship experiences in business situations relevant to student's major field of study; under supervision of faculty member.
Repeat: Course may be repeated
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

BSAD 498 Internship Program II (1-3 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
- Acceptance in Internship Program. See description under College of Business.
Additive credit only. May not be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.

Students will participate in work experiences related to their area of interest.

Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required
Repeat: Course may be repeated

BSAD 499 Independent Study Projects (1-4 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated

BSAD 702 Statistical Analysis Foundation (2 crs)
Prerequisite: Limited to MBA students.
- Not for MBA degree credit
Emphasis placed on applied business statistics. Discussion focuses on probability, frequency and probability distributions, mean and variance, normal, chi-square, t and F distributions, hypothesis testing, regression, correlation, nonparametric statistics, and analysis of variance.
Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BSAD 797 Independent Study (1-3 crs)
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Healthcare Administration (HCAD)

HCAD 101 Introduction to Health Care Administration (1 cr)
Prerequisite: Maximum class juniors. Not available for seniors.
Survey of the field of health and aging services and the functions of various administrative roles. Provides experiences upon which to base decisions about health services administration as a career.
Attributes: Field Trip(s) Required
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

HCAD 201 Overview of the U.S. Health Care System (3 crs)
A multidisciplinary course addressing issues that affect policy and delivery systems in health care. The course seeks to orient the student to the spectrum of issues and the dynamics of the U.S. health care system.
Attributes: LE-R3 Civic and Environmental Issues
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
HCAD 222 Multidisciplinary Perspectives on Aging (3 crs)
This course presents a multidisciplinary overview of critical issues related to aging. Research and theory supplement an exploration of issues and career opportunities in gerontology, from both research and service provider orientations.

Attributes: GE V University Wide, LE-R3 Civic and Environmental Issues, Field Trip(s) Required
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 291 Special Topics (1-3 crs)
Consent: Instructor Consent Required
A variable content course consisting of topics of special interest to students and faculty that are not covered in other health care administration courses.

Repeat: Course may be repeated for a maximum of 6 credits
Lecture/Discussion Hours: 1-3
Lab/Studio Hours: 0

HCAD 299 Independent Study (1-3 crs)
Consent: Department Consent Required
Independent study projects under the direction of a faculty member.

Repeat: Course may be repeated

HCAD 301 Foundations of Quality Management in Health Service (3 crs)
Prerequisite: HCAD 101 and HCAD 201. Health Care Administration majors only.

HCAD undergraduate students in their last fall on campus are eligible to enroll. Special course fee for criminal background check required of all HCAD practicum students.

An exploration of the technical, managerial and organizational issues that are important in understanding and implementing quality management systems in health service organizations.

Attributes: Field Trip(s) Required, Special Course Fee Required
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 302 Leadership and Management Practices in Health Services (3 crs)
Prerequisite: HCAD 101. HCAD 301. Limited to health care administration or environmental public health majors.

HCAD undergraduate students in their last spring on campus or ENPH junior status or above undergraduate and graduate students are eligible to enroll.

An exploration of necessary administrative skills of health services leadership including: strategic planning; quality management; financial management; human resources management; government relations; marketing; and the ability to apply these concepts within a health system.

Attributes: Field Trip(s) Required
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 375 Health Care Reimbursement and Financial Management (3 crs)
Prerequisite: ACCT 201; ECON 103, 104, HCAD 301, IS 240. Limited to health care administration majors.
Students will learn financial decision making techniques: i.e., planning, control, budgeting, time value of money, etc., used to meet a health care organization’s goals and objectives to provide ongoing and quality services for its clientele.

Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 400 Administrative Residency I (3 crs)
Prerequisite: HCAD 301 and HCAD 302. HCAD 420 concurrent enrollment. Limited to HCAD majors.
This course has a special course fee for practice certification and assessment exams.

The student undertakes prescribed activities and rotations with defined experiences and learning goals to develop a basic understanding of operational, regulatory, and environmental stands of resident service departments and functions.

Attributes: Service-Learning, Full 30 Hours, Internship, Special Course Fee Required
Grading Basis: S/U Only Grade Basis
Practicum Hours: 3 credit hours; approximately 40 hours per week in the field

HCAD 401 Administrative Residency II (6 crs)
Prerequisite: HCAD 400. HCAD 403, HCAD 404, HCAD 405 and HCAD 421 concurrent enrollment. Limited to HCAD majors.
Limited to HCAD majors in the practicum year.

Building on previous skills, the student continues participation in prescribed activities and rotations with defined experiences and learning goals to further understanding of operational, regulatory, and environmental standards of resident service departments and functions.

Attributes: Service-Learning, Full 30 Hours, Internship
Grading Basis: S/U Only Grade Basis
Practicum Hours: 6 credit hours; approximately 40 hours per week in the field

HCAD 402 Administrative Residency III (6 crs)
Prerequisite: HCAD 401. HCAD 406, HCAD 408, HCAD 413, HCAD 422 concurrent enrollment. Limited to HCAD majors.
Limited to HCAD majors in the practicum year.

Building on previous skills, the student continues participation in prescribed activities and rotations with defined experiences and learning goals to achieve competency in required operational, regulatory, and environmental standards of resident service departments and functions.

Attributes: LE-I1 Integration, Service-Learning, Full 30 Hours, Internship, Special Course Fee Required
Grading Basis: A-F Grades Only
Practicum Hours: 6 credit hours; approximately 40 hours per week in the field
HCAD 403 Resident Service and Supports in Health Care (1 cr)
Prerequisite: HCAD 401 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Exposes the student to the responsibility of administration to translate concepts of patient care into policies and procedures, which ultimately impacts the quality of care and service.
Attributes: HCAD Program Fee, Special Course Fee Required

HCAD 404 Quality Management Applications in Health Care (1 cr)
Prerequisite: HCAD 401 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students gain an awareness of quality management principles and practices in health care settings and learn how to use various quality tools for effective problem identification and solving.
Attributes: Service-Learning, Full 30 Hours, HCAD Program Fee, Special Course Fee Required

HCAD 405 Human Resources Management in Health Services (1 cr)
Prerequisite: HCAD 401 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students learn the basic goals and principles of human resources, understand the driving forces of human resource outcomes, and gain an awareness for the application of human resources practices in health care today.
Attributes: HCAD Program Fee, Special Course Fee Required

HCAD 406 Data Driven Health Care Decision Making (1 cr)
Prerequisite: HCAD 402 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students develop an understanding of how to identify, prioritize, and use data and information to help them strategically manage a health and aging services organization.
Attributes: HCAD Program Fee, Special Course Fee Required

HCAD 407 Financial Management in Health Care (1 cr)
Prerequisite: HCAD 402 or concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students apply the basic and overall principles of financial management to the operation of a health and aging services organization, and learn the key areas of budgeting and reimbursement.
Attributes: HCAD Program Fee, Special Course Fee Required

HCAD 408 Marketing and Public Relations in Health Services (1 cr)
Prerequisite: HCAD 402 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students are exposed to the basic goals and principles of an effective marketing and public relations program in health care and participate in the application of a variety of marketing strategies.
Attributes: HCAD Program Fee, Special Course Fee Required
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

HCAD 411 Cultural Competency and Globalization (1 cr)
Prerequisite: HCAD 301 and HCAD 302. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students develop cultural competency in providing health services to people of diverse backgrounds and effectively managing a diverse workforce, as well as gain an understanding of immigration issues and the globalization of healthcare.
Attributes: Cultural Diversity 1 cr., HCAD Program Fee
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

HCAD 412 Professional Ethics and Advocacy (1 cr)
Prerequisite: HCAD 301 and HCAD 302. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students will develop an understanding of professional standards for health care administrators. They will also learn how to use political advocacy to affect policy change so they can better serve the population’s health care needs.
Attributes: HCAD Program Fee
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

HCAD 413 Health Care Rules and Regulations (1 cr)
Prerequisite: HCAD 401. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.
Students develop an understanding of the current laws, rules and regulations that impact long-term care organizations. Students will learn strategies for proactively managing an organization within the context of a regulatory environment.
Attributes: HCAD Program Fee, Special Course Fee Required
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0
HCAD 420 Health Care Management Competencies (3 crs)
Prerequisite: HCAD 301 and HCAD 302. HCAD 400 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.

This course will examine in-depth management competencies necessary to successfully operate a health care organization. Students will also gain an understanding of the necessary professional functions and skills to successfully serve in an administrative role in a health care organization.

Attributes: HCAD Program Fee
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 421 Leadership and Prof Development in Health Services (3 crs)
Prerequisite: HCAD 420. HCAD 401 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.

The initial focus is on the practice of personal self-examination, including the development of strengths and the awareness of limitations. Students will explore their own level of ability in each of these critical areas of management and begin to focus on their own enhanced management proficiency.

Attributes: HCAD Program Fee
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 422 Organizational Leadership Practices in Health Care (3 crs)
Prerequisite: HCAD 421. HCAD 402 concurrent enrollment. Limited to HCAD majors.
• Limited to HCAD majors in the practicum year. This is an online course and requires access to a computer and the internet while completing the practicum.

Emphasis is on the development and execution of the key strategic leadership practices required of organizational leaders. Students will practice their leadership expertise with selected projects. Additionally, they will learn from their shared experiences with their practicum cohort.

Attributes: LE-I1 Integration, LE-S3 Creativity, HCAD Program Fee, Special Course Fee Required
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

HCAD 491 Special Topics (1-3 crs)
Consent: Instructor Consent Required
A variable content course consisting of advanced topics of special interest to students and faculty that are not covered in other health care administration courses.

Repeat: Course may be repeated for a maximum of 6 credits

HCAD 495 Directed Studies (1-3 crs)
Consent: Instructor Consent Required
Permits groups of students to pursue a defined, organized study of a topic under the direction of a department of public health professions staff member.
Repeat: Course may be repeated

HCAD 499 Independent Study (1-3 crs)
Consent: Department Consent Required
Independent study projects under the direction of a faculty member.
Repeat: Course may be repeated

International Business (INTB)

INTB 361 International Experience in India (3 crs)
Prerequisite: ECON 103 or ECON 104. Total GPA 2.60 or higher
• Fifteen (15) hours of on-campus instruction required during the Fall semester prior to the Winterim study abroad. Students interested in taking this course need to contact the Management and Marketing Department and the Center for International Education before Sept. 15 in the Fall semester prior to the Winterim study abroad.

An interdisciplinary introduction to contemporary Indian business, culture, politics, history, religion and society that includes a three-week in-country experience.

Attributes: Foreign Culture, GE IIIG Social Science-Interdisciplinary Study, LE-R2 Global Perspectives, Undergraduate/Graduate Offering, Field Trip(s) Required, Special Course Fee Required Varies by Term/Section
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

INTB 362 International Experience in China (3 crs)
Prerequisite: ECON 103 or ECON 104. Total GPA 2.60 or higher
• Fifteen (15) hours of on-campus instruction required during the Spring semester prior to the Summer interim term study abroad. Students interested in taking this course should contact the Management and Marketing Department and the Center for International Education before Feb. 1 in the Spring semester prior to the Summer Interim study abroad.

An interdisciplinary introduction to contemporary Chinese business, culture, politics, history, religion and society that includes a three-week in-country experience.

Attributes: Foreign Culture, GE IIIG Social Science-Interdisciplinary Study, LE-R2 Global Perspectives, Undergraduate/Graduate Offering, Field Trip(s) Required, Special Course Fee Required Varies by Term/Section
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
INTB 491 Topics in International Business (1-3 crs)  
Prerequisite: MGMT 340 and MKTG 330. Minimum junior standing.  
• Course may be repeated when topic differs.  
Current issues in international business will be the focus of attention.  
Topic selection will be made by the instructor. Issues will be those facing contemporary management professionals.  
Repeat: Course may be repeated for a maximum of 99 credits  
Grading Basis: A-F Grades Only  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

Management (MGMT)  

MGMT 210 Service-Learning in Management (1 cr)  
Students must complete 30 hours of volunteer service. Type of service must be approved by your faculty supervisor. A journal must be kept throughout the service-learning project documenting when, how long, and the type of activity. The service-learning project must be completed within one calendar year (preferably one semester). Assignments outstanding longer than this will be graded unsatisfactory.  
Attributes: Service-Learning, Full 30 Hours  
Grading Basis: S/U Only Grade Basis

MGMT 271 Introduction to the Entrepreneur Process and Mindset (2 crs)  
Prerequisite: Not available for seniors. Minimum sophomore standing.  
• Registration preference provided to College of Business majors.  
Students learn about the entrepreneurial process and how ideas are examined for market, operational, and financial feasibility. Entrepreneurial characteristics of successful entrepreneurs will also be evaluated.  
Lecture/Discussion Hours: 2  
Lab/Studio Hours: 0

MGMT 300 Personal Leadership Management (3 crs)  
Prerequisite: Minimum junior standing; MGMT 340 or concurrent enrollment.  
This contemporary leadership course utilizes theory, history, and trends to analyze the art of effective leadership. Students will participate in a number of activities designed to better understand and develop their own leadership capabilities.  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

MGMT 340 Organizational Behavior (3 crs)  
Prerequisite: ECON 103 and ECON 104, ACCT 201, IS 240, SPDP Workshops, and completion of 54 credits.  
• BCOM 206 and BCOM 207 are recommended prior to enrollment in this course.  
Review of the theories and applications of behavioral science research in human organizations. Topics include: motivation, group dynamics, communication, leadership, conflict, and change.  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

MGMT 341 Operations Management (3 crs)  
Prerequisite: ECON 103 and ECON 104, ACCT 201, IS 240, BSAD 202 or MATH 246, MATH 109, SPDP Workshops, and completion of 54 credits.  
Processing of inputs into outputs consisting of goods and services; includes plant and machine location and layout, materials handling, work methods and simplification, manpower planning, inventory control, quality control, maintenance, and operational control.  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

MGMT 342 Quality Management (3 crs)  
Prerequisite: MGMT 341. Minimum junior standing.  
An examination of the technical and the managerial issues that are important in understanding and implementing quality assurance in manufacturing and service organizations.  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

MGMT 343 Supply Chain Management (3 crs)  
Prerequisite: MGMT 341. Minimum junior standing.  
• This class requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: https://www.uwec.edu/academics/college-business/laptop-requirement/.  
Design and operation of effective purchasing processes. Supplier and supply chain management, with emphasis on globalization, and the role of information technology in enabling contemporary supply chain strategy.  
Attributes: Special Course Fee Required  
Grading Basis: A-F Grades Only  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0

MGMT 344 Managerial Decision Modeling and Analysis (3 crs)  
Prerequisite: ACCT 201; ECON 103, 104; IS 240; MATH 246; MGMT 341.  
• This class requires access to a laptop computer that can be brought to class when required. Please see the COB laptop requirement: https://www.uwec.edu/academics/college-business/laptop-requirement/.  
Tools and methods in support of business decision making. Spreadsheet modeling, graphical analysis, time series forecasting, decision making under uncertainty, optimization models, and simulation modeling.  
Attributes: Special Course Fee Required  
Grading Basis: A-F Grades Only  
Lecture/Discussion Hours: 3  
Lab/Studio Hours: 0
MGMT 345 Managing Global Organizations (3 crs)
Prerequisite: MGMT 340. Minimum junior standing.
• BCOM 206 and BCOM 207 are recommended prior to enrollment in this course.
Examines issues in managing international operations including strategies, joint ventures/strategic alliances, organizational design, culture, human resources, and labor issues in addition to political and legal constraints operating across regional trading areas.
Attributes: Foreign Culture
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 347 Risk Management and Insurance (3 crs)
Prerequisite: ECON 103, ECON 104, IS 240, ACCT 201. Minimum junior standing.
This course introduces fundamentals of risk management and insurance. It addresses personal/commercial insurance and risk management alternatives. Students acquire basic knowledge on protecting the assets of companies they work for and handling personal insurance.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 349 Human Resource Management (3 crs)
Prerequisite: ECON 103, 104; ACCT 201; BSAD 202 or MATH 246. Minimum junior standing.
• MGMT 340 and BCOM 207 are recommended prior to enrollment in this course.
Examines policies and practices relating to recruitment, selection, training and development, performance appraisal, reward systems, and employee relations. Strategic human resource planning, equal employment opportunity laws, and international human resource management issues are also addressed.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 363 International Logistics and Supply Chain Management (3 crs)
Prerequisite: MGMT 341 and minimum Junior Standing
This course provides an introductory investigation of international logistics and global supply chain management with special emphasis on manufacturing, procurement, transportation and distribution. The course will include a review of the economic/legal environment surrounding import-export trade practices as well as necessary documentation, insurance and payment issues.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 371 Introduction to Entrepreneurship (3 crs)
Prerequisite: Minimum 48 credits completed
Students explore entrepreneurship by learning and utilizing a business model framework to guide their exploration and discovery process, toward the creation of a successful startup.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 373 New Venture Feasibility (3 crs)
Prerequisite: MGMT 371 or concurrent enrollment
Students apply market research techniques to refine their business ideas and evaluate market feasibility. Students learn how to conduct operational and financial analyses in the design of a feasible business model.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 374 New Venture Start-Up and Growth (3 crs)
Prerequisite: MGMT 371, MGMT 373.
Students learn how to launch a new product and explore the range of functional details involved in a new venture start-up. Strategies for growing the business and challenges in management growth are addressed.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 398 Internship Program I (1-3 crs)
Prerequisite: MGMT 340 or MGMT 341 or MGMT 349. Minimum junior standing.
Consent: Department Consent Required
• Acceptance in Internship Program. See description under College of Business.
A maximum of three credits of BSAD 398, MGMT 398, and MKTG 398 may be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.
Students will participate in work experiences related to their area of interest.
Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required
Repeat: Course may be repeated for a maximum of 3 credits

MGMT 399 Independent Study Projects (1-4 crs)
Prerequisite: Minimum junior standing.
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated

MGMT 414 Small Business Consulting (3 crs)
Prerequisite: Completion of these BUSCORE requirements: BCOM 206, BCOM 207, BSAD 305, FIN 320, MGMT 340, MGMT 341, MKTG 330. Minimum senior standing.
Consent: Instructor Consent Required
Involves the thorough analysis and review of actual small business clients submitted by the Small Business Administration under the Small Business Institute Program and making recommendations that will be beneficial to the client in operating the business.
Attributes: Service-Learning Optional
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
MGMT 442 Production Planning and Control (3 crs)
Prerequisite: MGMT 341 with C- or better. Minimum junior standing.
The design and use of procedures for managing production systems; includes
process planning and routing, scheduling, dispatching, and progress control.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 443 Process Simulation and Analysis (3 crs)
Prerequisite: MATH 246. Completion of these BUSCORE requirements:
BCOM 206, BCOM 207, BSAD 305, FIN 320, MGMT 340, MGMT 341, MKTG 330.
Minimum junior standing.
• This class requires access to a laptop computer which can be brought to class
  when required. Please see the COB laptop requirement: https://www.uwec.edu/
  academics/college-business/laptop-requirement/.
Simulation modeling and analysis using spreadsheets and discrete-event
simulation software. Through a series of modeling exercises, students will
examine a number of process design and scheduling issues relevant to
manufacturing and service operations.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 445 Compensation Theory and Administration (3 crs)
Prerequisite: BSAD 202 or MATH 246; BSAD 305, MGMT 340, 349
Study of theories, methods, and practices of compensation in organizations.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 446 Advanced Organizational Behavior (3 crs)
Prerequisite: Completion of these BUSCORE requirements: BCOM 206,
BCOM 207, BSAD 305, FIN 320, MGMT 341, MKTG 330. MGMT 340 with C- or
better. Minimum junior standing.
In-depth analysis and critique of current and provocative topics in
organizational behavior in the contest of the modern organization with a focus
on organizational effectiveness. Topics include citizenship behavior, work-
family conflict, and change and development.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 447 Cross Cultural Leadership (3 crs)
Prerequisite: ACCT 201, BSAD 300, ECON 103, 104, IS 240, MGMT 340,
MKTG 330; minimum junior standing
This course provides an in-depth introduction to effective global leadership
practices and styles in the major cultural regions of the world as well as the
underlying psychological, social, and cultural factors.
Attributes: Special Course Fee Required
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 449 Strategic Management in a Global Business Environment (3 crs)
Prerequisite: ACCT 201, IS 240, BCOM 206, BCOM 207, BSAD 300, BSAD 305,
FIN 320, MKTG 330, MGMT 340, MGMT 341. Minimum senior standing.
• On-campus sections of GLOBUS will have a course fee in order to purchase
  access to the GLOBUS online strategic management simulation. Due to timing
  of purchasing to receive codes, this course fee will not be able to be reimbursed
  on or after the first day of classes.
Covers the formulation and implementation of business strategy in a global
environment. Case studies and simulations provide an integrative view of
international business operations from a total enterprise perspective. This
course contains an integrated communication component.
Attributes: LE-I1 Integration, Capstone Course, Special Course Fee Required
Varies by Term/Section
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MGMT 452 Master Planning of Resources (1 cr)
Prerequisite: MGMT 442 or concurrent enrollment. Completion of these
BUSCORE requirements: BCOM 206, BCOM 207, BSAD 305, FIN 320, MGMT 340,
MGMT 341, MKTG 330.
Principles and processes of master planning of resources. Demand
management, sales and operations planning, and master scheduling.
Development of operations plans, validating and evaluating performance at all
levels of master planning.
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MGMT 453 Detailed Planning and Scheduling (1 cr)
Prerequisite: MGMT 442 or concurrent enrollment.
Consent: Department Consent Required
Material and capacity scheduling and planning, including a detailed
explanation of material requirements planning (MRP) and capacity
requirements planning (CRP), introduction of other material planning
techniques and capacity-planning techniques.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MGMT 455 Industrial Relations (3 crs)
Prerequisite: MGMT 349 or concurrent enrollment. Completion of these
BUSCORE requirements: BCOM 206, BCOM 207, BSAD 305, FIN 320, MGMT 340,
MGMT 341, MKTG 330. Minimum junior standing.
Problems, hazards, and procedures which will be of assistance in establishing
and maintaining good union-management relationships.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Description</th>
<th>Lecture/Discussion Hours</th>
<th>Lab/Studio Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 459</td>
<td>Advanced Human Resource Management (2 crs)</td>
<td>Prerequisite: MGMT 349 with C- or better. BCOM 206, BCOM 207, BSAD 305, FIN 320, MGMT 340, MGMT 341, MKTG 330. Minimum junior standing.</td>
<td>Provides students the opportunity to study in-depth human resource topics of the nature of work, recruitment, selection, training and development, compensation, benefits, labor relations, and health and safety.</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 461</td>
<td>Lean Manufacturing Systems and Concepts (3 crs)</td>
<td>Prerequisite: BCOM 206, 207, BSAD 305, MGMT 340, MKTG 330. MGMT 341 with C- or better</td>
<td>Concepts, tools, and techniques applied in the design and operation of lean manufacturing systems.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 471</td>
<td>Entrepreneurship Capstone (3 crs)</td>
<td>Prerequisite: MGMT 371 with C- or above; MGMT 373. MGMT 374 or concurrent enrollment.</td>
<td>Students will learn and demonstrate how to skillfully prepare, refine, and communicate their business idea in an entrepreneurial environment. They will learn about financing options considered by startup founders. They will deliver their business plan in a formal, end-of-semester presentation to a panel of business professionals.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 491</td>
<td>Topics in Management (1-3 crs)</td>
<td>Prerequisite: MGMT 340. Minimum junior standing.</td>
<td>Current issues in international business will be the focus of attention. Topic selection will be made by the instructor. Issues will be those facing contemporary management professionals.</td>
<td>1-3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 492</td>
<td>Topics in Human Resource Management (1-3 crs)</td>
<td>Prerequisite: MGMT 349. Additional prerequisites may be required depending on the topic. (See current Class Schedule.) Minimum junior standing.</td>
<td>Current issues in human resource management will be the focus of attention. Topic selection will be made by the instructor. Issues will be those facing contemporary HRM professionals.</td>
<td>1-3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 493</td>
<td>Topics in Operations Management (1-3 crs)</td>
<td>Prerequisite: MGMT 341. Additional prerequisites may be required depending on the topic. (See current Class Schedule.) Minimum junior standing.</td>
<td>Current issues in operations management will be the focus of attention. Topic selection will be made by the instructor. Issues will be those facing contemporary operations professionals.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 494</td>
<td>Topics in Leadership (1-3 crs)</td>
<td>Prerequisite: Minimum junior standing.</td>
<td>Current issues in leadership will be the focus of attention. Topic selection will be made by the instructor. Issues will be those facing contemporary leaders.</td>
<td>1-3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 495</td>
<td>Directed Projects (3 crs)</td>
<td>Prerequisite: Minimum senior standing. Consent: Department Consent Required</td>
<td>Internship experiences in business situations relevant to student's major field of study; under supervision of faculty member.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 498</td>
<td>Internship Program II (1-3 crs)</td>
<td>Prerequisite: MGMT 340 or MGMT 341 or MGMT 349. Minimum senior standing. Consent: Department Consent Required</td>
<td>Students will participate in work experiences related to their area of interest. Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required</td>
<td>1-3</td>
<td>0</td>
</tr>
<tr>
<td>MGMT 499</td>
<td>Independent Study Projects (1-4 crs)</td>
<td>Prerequisite: Minimum senior standing. Consent: Department Consent Required</td>
<td>Individual project under the direction of a faculty member.</td>
<td>1-4</td>
<td>0</td>
</tr>
</tbody>
</table>
MGMT 740 Organizational Management Foundation (2 crs)
Prerequisite: Limited to MBA students.
• Not for MBA degree credit.
Introduction to the science and business of managing organizations. Students examine behavioral theories and research studies, investigate strategies corporations employ to enhance organizational performance, and review current issues, opportunities, and challenges facing companies today.
Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MGMT 741 Operations Foundation (2 crs)
Prerequisite: Limited to MBA students.
• Previous statistics coursework required. Not for MBA degree credit.
Study of the operations function within organizations that produce goods and/or services.
Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MGMT 797 Independent Study (1-3 crs)
Consent: Department Consent Required
Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Marketing (MKTG)

MKTG 210 Service-Learning in Marketing (1 cr)
Students must complete 30 hours of volunteer service. Type of service must be approved by your faculty supervisor. A journal must be kept throughout the service-learning project documenting when, how long, and the type of activity. The service-learning project must be completed within one calendar year (preferably one semester). Assignments outstanding longer than this will be graded unsatisfactory.
Attributes: Service-Learning, Full 30 Hours
Grading Basis: S/U Only Grade Basis

MKTG 331 Consumer Behavior (3 crs)
Prerequisite: MKTG 330 or concurrent enrollment. Minimum junior standing. Examines the personal characteristics and external forces influencing the buyer’s purchase behavior. Includes an emphasis on implications for marketing strategy development.
Attributes: Cultural Diversity 1 cr.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 332 Integrated Marketing Communications (3 crs)
Prerequisite: MKTG 330. Minimum junior standing. Integrated marketing communications and its applications in advertising, direct marketing, sales promotion, personal selling, internet marketing, and public relations. Emphasis on promotional campaign strategies, implementation and evaluation, including category management assessment, marketing databases, media selection, and campaign effectiveness.
Attributes: Service-Learning Optional
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 333 Digital Marketing Fundamentals (3 crs)
Prerequisite: ACCT 201, ECON 103, 104, IS 240, MKTG 330; minimum junior standing
This course examines the intersection of marketing and technology. Specifically, the course deals with digital marketing issues such as: technological foundations, business implications, retailing, sales, and promotional implications, associated social, legal, ethical implications.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 334 Marketing Research (3 crs)
Prerequisite: BSAD 202 or MATH 246; MKTG 330. Minimum junior standing. Application of research techniques in the marketplace, and role of marketing information within the firm as a management tool in decision making.
Attributes: Service-Learning Optional
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 335 International Marketing (3 crs)
Attributes: Foreign Culture
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisite(s)</th>
<th>Description</th>
<th>Lecture/Discussion Hours</th>
<th>Lab/Studio Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 336</td>
<td>Business Logistics Management (3 crs)</td>
<td>MKTG 330. Minimum junior standing.</td>
<td>Examines the flow of materials and information through the logistics pipeline from a systems perspective. The strategic management of areas such as supply chain relationships, LIS, distribution, materials movement and storage, inventory levels, and transnational tactics are stressed.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 337</td>
<td>Professional Selling (3 crs)</td>
<td>MKTG 330 or concurrent enrollment. Minimum junior standing.</td>
<td>A behavioral, pragmatic study of the process of personally persuading prospects to buy products, services, or ideas, leading to the mutual satisfaction of the goals of both buyer and seller.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 338</td>
<td>Marketing Analytics and Technology (3 crs)</td>
<td>IS 240; MATH 246; MKTG 330 or concurrent enrollment.</td>
<td>Analytical approaches to marketing decision-making using software and database (e.g., Nielsen retail databases, among others). Emphasis will be placed on Internet marketing, customer relationship management, retail and survey/statistical analyses.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 339</td>
<td>Social Media Marketing (3 crs)</td>
<td>MKTG 330</td>
<td>Social media is impacting business around the world in almost every industry. It plays an important role in how consumers discover, research, and share information about brands and products. Social Media is an integral component in almost all marketing strategies, and there is a need for marketing professionals and organizations to have end-to-end social media expertise. Through case studies, class exercises, and hands-on projects, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media strategy. This may require students to set up individual social media accounts.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 372</td>
<td>Advanced Marketing for Entrepreneurs (3 crs)</td>
<td>MGMT 371; MKTG 330; Admission to the College of Business. See current catalog for College of Business admission criteria. Students learn to identify and examine successful strategies in an entrepreneurial environment, and how opportunities are pursued in a global business environment.</td>
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<td>3</td>
<td>0</td>
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<tr>
<td>MKTG 398</td>
<td>Internship Program I (1-3 crs)</td>
<td>Minimum junior standing. Consent: Department Consent Required</td>
<td>Students will participate in work experiences related to their area of interest.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 399</td>
<td>Independent Study Projects (1-4 crs)</td>
<td>Minimum junior standing. Consent: Department Consent Required</td>
<td>Individual project under the direction of a faculty member.</td>
<td>Repeat: Course may be repeated</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 425</td>
<td>Services Marketing (3 crs)</td>
<td>MKTG 330</td>
<td>A reconsideration of traditional marketing topics in the context of a variety of service organizations. Emphasis is placed on discussion of how product-oriented marketing activities need to be adjusted or even reinvented to accommodate &quot;non-products&quot;.</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>MKTG 432</td>
<td>Retail Management (3 crs)</td>
<td>MKTG 330. Minimum junior standing.</td>
<td>The study of the retail function and its role in the exchange process. Topics include consumer behavior, retail pricing, store location, merchandising, vendor relationships, and human resource management.</td>
<td>3</td>
<td>0</td>
</tr>
</tbody>
</table>
MKTG 433 Sales Management (3 crs)
Prerequisite: MKTG 330. Minimum junior standing.
Positions in sales management are among the first managerial assignments many business students receive. This course focuses on defining the strategic role of the sales function and sales organization, developing and directing a sales force, and evaluating sales force performance. Role playing will be used to help students experience realistic management scenarios.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 434 Advanced Marketing Analytics (3 crs)
Prerequisite: MKTG 338.
• This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: https://www.uwec.edu/academics/college-business/laptop-requirement/.
This course builds on MKTG 338 including web analysis and data mining techniques to extract information from large marketing databases. Application of quantitative analysis to uncover insights for marketing decisions in internet and retail settings.
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 437 Business-to-Business Marketing (3 crs)
Prerequisite: MKTG 330. Minimum junior standing.
Studies the marketing strategies characteristic of institutions, government, industrial, and other marketing environments which do not directly target the final consumer. The unique characteristics of these markets and the implications for strategic marketing management provide the focus for this course.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 438 Strategic Marketing (3 crs)
Prerequisite: MKTG 330 and completion of at least two Marketing courses beyond MKTG 330. Minimum senior standing.
• This course requires access to a laptop computer which can be brought to class when required. Please see the COB laptop requirement: https://www.uwec.edu/academics/college-business/laptop-requirement/.
Designed as the capstone course in marketing. All the ideas and concepts presented in other marketing courses are integrated and brought together via the application of marketing tools, principles, and theories, as experienced through case studies and problem solving. The role of the marketing executive in business is emphasized.
Attributes: Capstone Course
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 490 Advanced Sales Topics (3 crs)
Prerequisite: MKTG 337.
Application of research skills to develop an in-depth analysis of one company’s sales structure and its position relative to its competitors. A semester-long project will incorporate field study and database research identifying different sales structures and advantages.
Lecture/Discussion Hours: 3
Lab/Studio Hours: 0

MKTG 491 Selected Topics (1-3 crs)
Prerequisite: Minimum senior standing.
Small groups will study topics selected because of a special interest on the part of students or faculty.
Repeat: Course may be repeated

MKTG 495 Directed Projects (3 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
Internship experiences in business situations relevant to student’s major field of study; under supervision of faculty member.
Repeat: Course may be repeated

MKTG 498 Internship Program II (1-3 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
Acceptance in Internship Program. See description under College of Business. Additive credit only. May not be applied to the 120-credit graduation requirement. Students must have the service-learning option approved prior to starting the Internship.
Students will participate in work experiences related to their area of interest.
Attributes: LE-I1 Integration, Service-Learning Optional, Internship, Special Course Fee Required
Repeat: Course may be repeated

MKTG 499 Independent Study Projects (1-4 crs)
Prerequisite: Minimum senior standing.
Consent: Department Consent Required
Individual project under the direction of a faculty member.
Repeat: Course may be repeated

MKTG 730 Marketing Analysis Foundation (2 crs)
Prerequisite: Limited to MBA students. No credit if taken after MKTG 330.
• Not for MBA degree credit
Analysis of problems related to the development of marketing strategy. Attention is focused on identifying a target market, allocating resources to the marketing mix, and examining the impact of environmental variables on management decisions.
Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0
MKTG 797 Independent Study (1-3 crs)
Prerequisite: Limited to MBA students.
Consent: Department Consent Required
Individual project under the direction of a faculty member.

Repeat: Course may be repeated
Grading Basis: No S/U Grade Option