

Marketing (MKT)

MKT 301 Principles of Marketing (3). Functions, organizations and methods involved in marketing agricultural and manufactured products; marketing problems; policies and trends. Prerequisites: BUS 151; ECON 222. (F, S)

MKT 322 Retailing and E-Commerce (3). Organization, management and operation of retail enterprises; problems associated with store location and layout, buying, receiving, inventorying and stock control, pricing and merchandising. Prerequisite: MKT 301. (S)

MKT 360 Professional Selling (3). Problems related to the field of personal selling. Prerequisites: MKT 301. (F)

MKT 362 Sales Management (3). Problems related to planning, direction and control of personal salesmanship including recruiting, selection, training, equipping, assigning, routing, supervising, paying and motivating as these tasks apply to the sales force. Prerequisite: MKT 301. (TBA)

MKT 419 Consumer Behavior (3). Examines and evaluates the decision-making process with reference to sociopsychological and economic factors. Explores both consumer and industrial buyer behavior. Prerequisites: MKT 301. (TBA)

MKT 425 Marketing Management (3). Integrates the full scope of marketing activities. Prerequisites: BUS 381; MKT 301. (S)

MKT 430 International Marketing (3). Management of the marketing function in the international and multinational context. Emphasis upon the impact of economic, political and cultural factors. Prerequisite: MKT 301. (TBA)

MKT 452 Integrated Marketing Communications (3). Planning, organizing, directing, and controlling the promotion mix. Creative strategy; budgets; media planning; promotion research; evaluation of communications efforts. Prerequisite: MKT 301. (TBA)

MKT 489 Internship (1-3). Minimum of eight weeks on-the-job experience related to the student's major. Daily journal and a written report relating the work experience to the student's education are required. Prerequisites: MKT 301; 3.00 cumulative GPA; instructor and department approval. (TBA)

MKT 491 Directed Study (1-3). Independent study. (May be repeated for a maximum of 4 hours.) Prerequisites: MKT 301; 3.00 cumulative GPA; instructor and department approval. (TBA)

MKT 493 Topics (3). As announced. (May be repeated for a maximum of 6 hours with consent of instructor.) Prerequisite: MKT 301. (TBA)

Mathematics (MATH)

Note: Some math courses require prerequisites that can be fulfilled with satisfactory ACT/SAT scores. These minimum scores may be satisfied in the following ways:

For courses with MATH 101 as a prerequisite, satisfactory scores are defined as

1. ACT math score of 19 or higher **OR**
2. SAT math score of 470 or higher.

For courses with MATH 107 as prerequisite, satisfactory scores are defined as

1. ACT math of 24 or higher **OR**
2. ACT math of 22 or 23 **AND** an algebra/geometry subscore of 9 **OR**
3. SAT math of 530 or higher.

For courses with MATH 119 as a prerequisite, satisfactory scores are defined as:

1. ACT math of 26 or higher **OR**
2. SAT math of 600 or higher.

MATH 101 Basic Algebra (4). Brief review of fractions, decimals and percents. Operations in algebra, first-degree equations and inequalities, rational expressions, exponents, polynomials, factoring. Credit not applicable to baccalaureate or associate degrees. (F, S)

MATH 107 Intermediate Algebra (3). Linear equations, inequalities, systems of equations, polynomials and factoring, quadratic equations, rational expressions, and graphing. Prerequisite: Satisfactory ACT/SAT score or MATH 101 with a grade of "C" or better. (F, S)

MATH 113 Mathematical Discovery (3). Appreciation for the beauty and extent of mathematics; logical reasoning and problem solving strategies. Topics chosen from: set theory, logic, algebra, geometry, recreational math, number theory, graph theory, matrix algebra. Prerequisite: Satisfactory ACT/SAT score or MATH 101 with a grade of "C" or better. (F, S)

MATH 114 Mathematics of Decision Making (3). Critical thinking in everyday life. Topics: Probability, counting techniques, expected value, fundamental ideas of statistics, the use and misuse of statistics encountered in everyday life. Prerequisite: Satisfactory ACT/SAT score or MATH 101 with a grade of "C" or better. (S)

MATH 119 College Algebra (3). Equations and inequalities, functions and their graphs, exponential and logarithmic functions, complex numbers, roots of polynomials, binomial theorem, sequences. Prerequisite: Satisfactory ACT/SAT score or MATH 107 with a grade of "C" or better. (F, S)

MATH 120 Plane Trigonometry (3). Trigonometric functions, logarithms, complex numbers. Prerequisite: Satisfactory ACT/SAT score or MATH 107 with a grade of "C" or better. (F, S)

MATH 124 Calculus I (4). Limits, derivatives, the mean value theorem, curve sketching, max-min problems, antiderivatives, the definite integral, the fundamental theorem of calculus, area, volume, work, average of a function. Prerequisites: MATH 119 and 120 with a grade of "C" or better or satisfactory ACT/SAT score. (F, S)