

## MANAGEMENT AND MARKETING

### 127. Consumerism and Marketing (3)

Prerequisites: B A 18, Mktg 100. Consumerism impact on marketing strategy and decision-making. Examination and evaluation of consumerist movement; historical development and current state of consumerism; consideration of consumerist groups, role of government, involvement of private enterprise and general public. Individual and group presentations; seminar instruction.

### 130. Retailing Management (3)

Prerequisite: Mktg 100. Management operations and functions of retailing organizations; structure, personnel, impact on the community; buying, pricing and selling of merchandise.

### 140. Advertising Principles (3)

Analytical approach to advertising as a broad social influence; functions in our culture; application as a marketing and communication force; individual and group problem analysis and presentation of results; individual field research.

### 142. Advertising Problems (3)

Prerequisite: Mktg 140. Advertising production and media problems; market research techniques; selection of campaign themes, copy preparation, art and layout. Field trips required.

### 150. Psychology of Personal Persuasion (3)

Prerequisite: Mktg 100. Behavioral science approach to personal selling. Emphasis on analysis of psychological aspects of consumer decision-making and consumer attitudes toward the salesman that affect success. Case analysis, individual and group presentations.

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### 155. Sales Administration (3)

Prerequisite: Mktg 100. Techniques of personal persuasion; behavioral science methods; selection, training, and supervision of sales staff.

### 176. International Marketing (3)

Prerequisite: Mktg 100. Examination and evaluation of business policies and practices of firms engaged in world trade; the marketing area; organization, product, channels of distribution, marketing research, demand creation, and other management problems.

### 189T. Topics in Marketing (1-3; max total 6 if no topic repeated)

Prerequisite: senior standing or permission of instructor. Topics in advertising, consumer behavior, distribution, industrial procurement, marketing research, retailing, wholesaling.

### 190. Independent Study (1-3; max see reference)

See *Academic Placement—Independent Study*.

### 198. Supervised Work Experience (1)

Open only to business majors. Prerequisite: permission of instructor. Workstudy: Learning through on-the-job experience in a business. Written reports.

### 199. Internship (3-6; max total 6)

Open only to business majors. Prerequisite: permission of instructor. Workstudy: Student holds responsible position in business or government agency and reports on firm's operations and suggested improvements.

**200 Series.** Graduate courses are listed under *Business*.