

MANAGEMENT AND MARKETING

147. Physical Distribution Management (3)

Prerequisite: Mktg 100. Systems approach to physical distribution; traffic management; plant and warehouse location; inventory control; information flows and order processing; supply scheduling; total cost planning; organizational patterns.

148. Advanced Transportation Management (3)

Prerequisite: Mgt 146, 147. New tools and techniques in carrier management, physical distribution management, carrier-shipper cooperation; trends in intracarrier and intercarrier competition, pricing and regulatory philosophy; case problems; computer simulation; individual and group problem solving.

187. Seminar in Business Strategy (3)

Prerequisite: last semester senior and completion of School of Business and Administrative Sciences core requirements. Integration of various fields of knowledge through utilization of previously acquired academic and practical experience; emphasis upon decision making under conditions of uncertainty, and experience with international policy formulation and implementation.

189T. Topics in Management (1-3; max total 9 if no topic repeated)

Prerequisite: senior standing. Studies in management, organizational theory, organizational behavior, production, transportation, business administration, special management and organizational problems.

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

See *Academic Placement—Independent Study*.

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

MARKETING (Mktg)

100. Principles of Marketing (3)

Prerequisite: Econ 1A-B. National and multinational economic and social problems involved in moving goods and services from the producer to the consumer; major kinds of goods and services to be marketed; the institutions and agencies of distribution, and the series of functions involved.

104. Proseminar in Marketing Research (3)

Prerequisites: D S 173, Econ 1A-B, Mktg 100. Fundamentals of market and marketing analysis, research procedure, methods of analysis; individual and group problem analysis and presentation of results; computer simulation.

106. Consumer Behavior (3)

Prerequisite: Mktg 104. Survey of research findings related to concepts, principles and theories of consumer behavior drawn from marketing, economics, sociology and psychology; decision processes involved in buyer behavior and marketing implications thereof; individual/group research and analysis.

109. Marketing Problems (3)

Prerequisite: Mktg 104, and senior standing. Integration and application of marketing theory; decision making and decision models, class analysis; individual and small group research and presentations, computer simulation. Relationship of other business areas to marketing.

112. Product and Pricing Policies (3)

Prerequisite: Mktg 100. Policies and practices involved in developing and maintaining products, services, and prices.

117. Industrial Marketing (3)

Prerequisite: Mktg 100. Analysis of marketing systems serving business, industry, government, and other institutions; industrial procurement practices; individual and group problem research, analysis and presentation of results.