

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 selling success. Case analysis, individual and group presentations.

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.

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. Work Experience: 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. 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*.