MARKETING AND TRANSPORTATION ADMINISTRATION  

College of Business and Graduate School of Business Administration  

292. Selected Topics
Fall, Winter, Spring, 3(3-0) or 4(4-0)
May reenroll for a maximum of 8 credits when a different topic is taken.
Selected subject matter of current interest in marketing, social, institutional, and managerial topics. Subject varies by term.

300. Marketing Management in Business and Society I  
Fall, Winter, Spring, 4(4-0)
EC 202, ACC 201 or ACC 230.
Firms and consumer roles in the exchange system for goods and services. Competitive analysis of market structures and marketing management. Fitting product-service offerings to various customer group needs.

301. Marketing Management in Business and Society II  
Fall, Winter, Spring, 4(4-0)
Juniors, MTA 300.
Marketing planning and control within the context of international and domestic environments with an emphasis on industrial applications. Includes market selection, competitive analysis, distribution strategy and market information systems.

303. Materials and Logistics Management  
(MGT 300.) Fall, Winter, Spring, Summer, 4(4-0)
Juniors, MTA 300.

304. Operations Planning and Control  
(MGT 301.) Fall, Winter, Spring, 4(4-0)
MTA 303 or approval of department. Interdepartmental with and administered by the Department of Management.
Managing the production system. Product development, process selection, facilities layout and location, staffing, materials, cost and quality control.

305. Purchasing Management  
Fall, Winter, Spring, 4(4-0)
MTA 303 or approval of department. Interdepartmental with and administered by the Department of Management.

311. Personal Selling  
Fall, Winter, Spring, Summer, 3(3-0) MTA 300.
Theories, principles, methods and techniques of personal selling with application to different buyer-seller situations. Development of interpersonal communication skills. Career opportunities in selling.

312. Consumer and Buyer Behavior  
Fall, Spring, 4(4-0) MTA 300.
Consumer buyer behavior characteristics, theories and research methods for marketing and strategies and problem solving. Emphasis on identifying and understanding purchase behavior for best firm/buyer needs match.

313. Sales Management  
Fall, Winter, Spring, 4(4-0) MTA 300.
Organization and administration of the firm's personal selling. Topics include: recruitment, selection, training, compensation, motivation, development, and motivation of the sales force; market assessment, territory alignment, and quotas; segmental analysis and budgeting.

315. Internation Market Systems  
Fall, Winter, Spring, 4(4-0) MTA 305 or approval of department. Interdepartmental with and administered by the Department of Management.
Functional analysis of all major transportation systems. Includes functional interrelationships, consumer orientation and future development.

316. Quantitative Business Research Methods  
Fall, Winter, Spring, 4(4-0) STT 315, Interdepartmental with the Department of Statistics and Probability.
Application of statistical techniques to business decision making. Topics covered include applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

317. Quantitative Business Research Methods  
Fall, Winter, Spring, 4(4-0) STT 315, Interdepartmental with the Department of Statistics and Probability.
Application of statistical techniques to business decision making. Topics covered include applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.

335. Food Processing and Distribution Management  
Winter, 3(3-0) MTA 300 or FSM 200.
Interdepartmental with Food Systems Economies and Management.
Analysis of problems faced in the food processing and distribution system. Includes functional interrelationships, consumer orientation and future development.

341. Transportation Distribution Systems  
Fall, Winter, Spring, 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Application of economic and business principles to transportation and distribution systems. Functional analysis of all major transport modes: identification of major issues, analysis of alternatives and discussion of probable future outcomes.

342. Traffic Management  
Winter, Spring, 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.
Basic practices related to purchasing and operating transportation services for private and public enterprises.

351. Retail Management  
Fall, Winter, Spring, Summer, 4(4-0)
MTA 300, ACC 301 or concurrently.
Management methods, incational analysis, store organization, personnel planning, merchandising, buying and pricing techniques and customer service policies for retail firms. Survey of retailing and its role in distribution.

400H. Honors Work  
Fall, Winter, Spring, 1 to 15 credits. Approval of department.
Investigates models, concepts and research findings of particular significance to effective decision making in administration of marketing and transportation systems.

403. Research and Negotiation for Purchasing Materials and Management  
Fall, Winter, Spring, 4(4-0) MGT 305 or approval of department. Interdepartmental with and administered by the Department of Management.
Applied research and planning focusing on the purchasing and materials management functions in organizations. Preparation for and conducting purchase negotiations. Field research studies. Administration of the research and planning effort.

405. Operations Management Topics  
Fall, Winter, Spring, 4(4-0) MGT 304 or approval of department. Interdepartmental with and administered by the Department of Management.
Consideration of current and controversial questions in operations management. Field experience to study operations and policies in business. Industry studies; impact of new technology and government regulations.

407. Materials and Logistics Policy  
Winter, Spring, 4(4-0) MGT 303 plus 12 credits in MLM Program. Interdepartmental with the Department of Management.
Analysis of comprehensive cases incorporating topical coverage of the entire materials and logistics management program.

409. Field Studies in Business  
Fall, Winter, Spring, Summer, 1 to 4 credits. May reenroll for a maximum of 8 credits. Majors and approval of department.
Planned program of independent research or observation, study, and work in selected businesses. Designed to supplement classroom study in such a way as to make maximum contribution to student's total educational experience.

414. Marketing Research  
Fall, Winter, Spring, Summer, 5(5-0)
MTA 301, MTA 317.
Research process as an aid to decision making in marketing management. Field attention to the planning of research and gathering analysis and interpretation of data.

415. International Market Systems  
Fall, Winter, 4(4-0) MTA 300.
Development of criteria for evaluating foreign markets. Design of international organization and marketing systems. Study of methods, modes, and strategies of international trade and operations. Applications through reports and case studies.
418. Marketing Development and Policies
Fall, Winter, Spring, Summer. 4(4-0)
MTA 303
or MTA 414 and at least 3 additional credits of MTA electives.

Study and integration of major tasks and decisions involved in developing and marketing products. Comprehensive discussion of cases involving different decisions for a variety of products.

439. Advanced Food Processing and Distribution Management
Fall, 3(3-0) MTA 335. Interdepartmental with Food Systems Economics and Management.

Managerial principles and techniques applied to food processing and distribution. Emphasizes adjustment to changing social, economic, and internal company environment. Student interaction with industry, labor and government representatives. Field trips, special projects.

445. Physical Distribution Management
Fall, Winter, Spring. 4(4-0) MGT 303 or approval of department. Interdepartmental with the Department of Management.

Micro analysis of private and public physical distribution systems. Emphasis on component parts of the movement system; analytical tools used in planning, implementing and controlling the system.

452. Retail Policies and Problems
Spring. 4(4-0) MTA 351.

Analysis of retail problems with examination of selected current major problem areas. Critical review of budgetary and other controls, standards and techniques used to achieve management objectives.

800. Materials and Logistics Management
Fall, Winter, Spring, Summer. 4(4-0)
Graduate students. Interdepartmental with and administered by the Department of Management.

Management concepts of and frameworks for acquisition, conversion and distribution processes. Impact on business and social systems, productivity and profits. Emphasis on planning, analysis and control of purchasing, production and physical distribution.

801. Operations Management
Winter. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management.


802. Research Analysis for Marketing Decisions
Fall, Spring. 4(4-0)

Use of research techniques as an aid in marketing decision making. Research process involving research problem definition, hypothesis formulation, data collection, interpretation and presentation. Class projects may be used.

803. Purchasing Administration
Winter, Spring. 4(4-0) MGT 800. Interdepartmental with and administered by the Department of Management.


804. Marketing Concepts and Processes
Fall, Winter. 4(4-0)

The business is considered relative to its external environment. Institutions comprising the marketing system, the principal environmental opportunities and constraints facing the marketing manager, and the major marketing information, control and coordination devices available to the firm will be studied.

805. Marketing: Models, Theories and Strategies
Fall, Winter, Spring, Summer. 4(4-0) MTA 904.

Analysis of marketing functions, programming marketing effort, and control and coordination are considered within the context of industrial and consumer demand. Strategic and decision-making aspects of marketing are stressed.

808. Emerging Issues in the Business Environment
Winter, Spring. 4(4-0) May reenroll for a maximum of 12 credits if course content changes. Thirty credits of MBA core program, or approval of department.

Selected significant current organization, social, political, economic and cultural issues are examined in relation to business policy and decision making. Discussions, readings and research reports. Topics selected may vary from term to term.

809. Transportation Distribution Strategies
Fall, Winter. 4(4-0) MGT 800. Interdepartmental with the Department of Management.

Planning and control of the enterprise's transportation and physical distribution system. Emphasis on detailed examination of component parts of the movement storage system.

811. Seminar in Marketing
Fall, Winter, Spring, Summer. 1 to 5 credits. May reenroll for a maximum of 15 credits.

812. Systems Design Modeling (MGT 802/Fall. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management.

Research procedures and planning models for design of the firm’s logistical system. Emphasis on situational analysis, research methodology, data analysis, analytical techniques and implementation.

815. Business and Material Forecasting (MGT 802/Fall. 4(4-0) MGT 800 or approval of department. Interdepartmental with and administered by the Department of Management.

Causes and consequences of supply dynamics. Analyses and forecasts of national and international materials and purchasing business trends. Influences of material resource problems on policies, strategies and behavior.

816. Transportation Policy and Plans
Fall, Winter. 4(4-0) MGT 900. Interdepartmental with the Department of Management.

An operational model and theoretical perspective on national policy that are apt to shape the future of the transportation system. Interaction of government, carrier, and user logistics and distribution strategies.
### Distribution

The economic environment within which the firm operates is presented. Special emphasis on relating trade and payments theory, regional analysis, and economic development to strategy formulation of the firm. Marketing, financial, and organizational factors are considered.

### International Marketing

Models for headquarters planning and control of international marketing operations are developed. Social, cultural, institutional, and economic variables are considered in studying marketing operations in foreign environments.

### Problems in International Business

Examination of strategies and organization for international business. In-depth consideration of headquarters and overseas personnel, marketing, financial, and legal issues.

### Special Problems

Fall, Winter, Spring, Summer. 1 to 4 credits. May reenroll for a maximum of 8 credits. Approval of department.

### Analysis of Business Enterprise Systems

Fall. 3 credits. MTA 805; MGT 806.

Research concepts and scientific methods for the study of business enterprise systems. The design of research, formulation of hypotheses, concepts of measurement and use of quantitative methods in the study of business systems.

### Theory of Transportation-Distribution Systems

Fall. 4(4-0)

Examines the functions of transportation-distribution systems. Develops the relevant elements of networks, systems, and economic theory with empirical design. Applications to the design evaluation and control of representative macro and micro systems.

### Advanced Research in Marketing I

Winter. 4(4-0) Second-year doctoral students in marketing.

Advanced concepts and quantitative methods in the scientific investigation of market phenomena and the tools of market cultivation.

### Advanced Research in Marketing II

Spring. 5(5-0) MTA 910A.

Continuation of MTA 910A.

### History of Market Thought

Fall. 4(4-0) May reenroll for a maximum of 15 credits. MTA 851.

Traces the evolution of marketing institutions, techniques, theories and criticisms. The influence of changing environmental and technological factors on marketing practice and thought. Readings in reprinted original material, discussion and research paper.

### Seminar in Macro Marketing

Winter. 4(4-0) May reenroll for a maximum of 15 credits. MTA 911

Examines the relationships between competition, marketing and corporate and economic growth. Emphasis is given to a functional examination of competition and the central role of innovation in the process.

### Research Methodology in Transportation-Distribution Systems

Winter. 4(4-0) MTA 812, MTA 909.

Research methodology in the design and administration of transportation-distribution systems. Employs no technique and methodology for conducting system design studies and evaluation of common implementational problems.

### Transportation-Distribution Development Policy

Spring. 4(4-0) MTA 909, MTA 912.

Applications in theory, principles, and processes developed in MTA 809 and MTA 912 to the design of research and policy analysis of significant transport and distribution problems.

### Seminar in Micro Marketing

Fall, Winter, Spring, Summer. 3(3-0)

Examines the current state of theory concerning the planning and implementation of marketing strategies and programs, and tries to identify where future research is needed and/or will be most useful to marketing and business managers.

### Doctoral Dissertation Research

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

### Mathematics — Description of Courses

#### College of Natural Science

One and one-half years of high school algebra and one year of geometry and a satisfactory score on the placement test are prerequisites for all courses in the Department of Mathematics which carry credit.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTH 108</td>
<td>College Algebra I</td>
<td>4(4-0)</td>
<td>MTH 0823, one year of high school algebra, satisfactory score on placement exam.</td>
</tr>
<tr>
<td>MTH 109</td>
<td>College Algebra II</td>
<td>5(5-0)</td>
<td>MTH 108, not open to students with credit in MTH 111.</td>
</tr>
</tbody>
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#### Trigonometry

Fall, Winter, Spring, Summer. 5(5-0)

1-1/2 high school units in algebra and satisfactory score on placement test, or MTH 0823: 1 high school unit in geometry. Not open to students with credit in MTH 111.

#### Calculus and Analytic Geometry I

Fall, Winter, Spring. 5(5-0) MTM 105 or MTH 111.

Elementary combinatorial analysis, binomial theorem, vectors and matrices, convex sets and linear programming, graph theory, applications to theory of games.

#### Calculus and Analytic Geometry II

Fall, Winter, Spring. 5(5-0) MTM 106 or MTH 112.

A continuation of MTH 108 plus trigonometry including definition of circular functions, angular measure, fundamental identities.