

MANAGEMENT MGT

Department of Management The Eli Broad College of Business and The Eli Broad School of Management

302. Management and Organizational Behavior

Fall, Spring, Summer. 3(3-0)
P: EC 201 or EC 251H; ACC 201 or ACC 230 or ACC 251H. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 302 is a catalog-listed requirement. Managerial roles and functions in goal-directed institutions. Organization design, analysis of organizational structure. Leadership, motivation, work attitudes, conflict management, and management of diversity. QP: ACC 201 or ACC 230, ACC 251H, EC 201 or EC 251H QA: MGT 302

303. Materials and Logistics Management

Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing and Logistics.
P: EC 201 or EC 251H; ACC 202 or ACC 230 or ACC 251H. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 303 is a catalog-listed requirement. Role of manufacturing, operations, purchasing, sourcing, and transportation and distribution in determining organizational competitiveness. Quality, flexibility, cost, and lead time. QP: ACC 202 or ACC 230 or ACC 251H, EC 201 or EC 251H QA: MGT 303

304. Operations and Purchasing Management

Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 303. R: Open only to juniors and seniors in Materials and Logistics Management. Functions of operations and purchasing managers. Tactical issues in implementing internal and external resource plans. QP: MGT 303 QA: MGT 304, MGT 305

306. Decisions Making Models

Spring. 3(3-0)
P: ML 317, MTH 120 or approval of department. R: Open only to majors in the College of Business. Quantitative techniques used for analyzing business decision situations. Optimal resource allocation decision models. Forecasting, planning, and computer simulation. Decision analysis under risk. Project management. Use of computer software. QP: ML 317 QA: MGT 306

310. Human Resource Management

Fall, Spring, Summer. 3(3-0)
P: MGT 302 or concurrently. R: Open only to juniors and seniors in the College of Business and in programs for which MGT 310 is a catalog requirement. Formulation and administration of human resource policies in the business enterprise. Personnel planning, job analysis and evaluation, staffing, Compensation and labor relations. Employee safety. Training, development, and performance appraisal. Issues of diversity and ethics. QP: MGT 302 QA: MGT 310

401. Procurement and Supply Management

Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 304, ML 345. R: Open only to juniors and seniors in Materials and Logistics Management. Strategic issues in procurement and supply management. Purchasing process, procurement cycle, purchasing research, relationships with suppliers, negotiation, and commodity planning. Cost, price, and value analysis. QP: MGT 303 QA: MGT 403

402. Manufacturing Planning and Control

Fall, Spring, Summer. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 304, ML 345. R: Open only to juniors and seniors in Materials and Logistics Management. Production planning, demand management, master scheduling, materials requirements, and capacity planning. Shop floor control, computer-integrated manufacturing, and just-in-time systems. QP: MGT 304 QA: MGT 405

403. Topics in Purchasing and Sourcing Management

Fall of even-numbered years. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 304, ML 345. R: Open only to juniors and seniors in Materials and Logistics Management. Current topics in sourcing and negotiation strategy such as price and cost analysis, and purchasing research techniques. QP: MGT 305

404. Topics in Operations Management

Spring of even-numbered years. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 304, ML 345. R: Open only to juniors and seniors in Materials and Logistics Management. Managerial aspects of current issues such as total quality, computer integrated manufacturing and simultaneous engineering. QP: MGT 304

409. Business Policy and Strategic Management

Fall, Spring, Summer. 3(3-0)
P: MGT 302, MGT 303, FI 311, ML 300. R: Open only to seniors in the College of Business. Techniques for building and maintaining consistent and effective policy and strategy. Content cuts across the major functions within a firm. Strategic integration, ethics, and international competition. QP: MGT 302, FI 391, ML 300 QA: MGT 409

411. Organizational Staffing

Fall. 3(3-0)
P: MGT 310 or concurrently. R: Open only to majors in the College of Business or in programs for which MGT 411 is a catalog-listed requirement. Job and organizational analysis. Personnel planning, recruitment, selection and placement. Employment interviewing and testing. Validation of selection procedures, EEO guidelines, and affirmative action. Diversity and ethics issues. QP: MGT 310 QA: MGT 411

412. Compensation and Reward Systems

Spring. 3(3-0)
P: MGT 310 or concurrently. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 412 is a catalog-listed requirement. Designing compensation systems. Job evaluation, internal and external equity. Pay-for-performance plans and financial incentives. Wage and salary surveys. Benefits administration. Diversity and ethical considerations. QP: MGT 310 QA: MGT 412

413. Personnel Training and Development

Spring. 3(3-0)
P: MGT 310 or concurrently. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 413 is a catalog-listed requirement. Designing and implementing training and development programs. Career stages and career planning. Needs analysis. Experimental design and program evaluation. Learning theories. Diversity and ethics issues. QP: MGT 310 QA: MGT 426

414. Diversity in the Workplace

Fall. 3(3-0)
P: MGT 310 or concurrently. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 414 is a catalog-listed requirement. Problems experienced in work organizations by racial, ethnic, physically handicapped, and other minorities. Awareness training for managers. Ethical issues. QP: MGT 310 QA: MGT 417

491. Special Topics in Human Resource Management

Spring of odd-numbered years. 3(3-0)
P: MGT 310 or concurrently. R: Open only to juniors and seniors in the College of Business or in programs for which MGT 415 is a catalog-listed requirement. Topics of interest to specialists in human resource management, such as advanced organizational behavior, managing labor relations, organizational development, and organizational theory and design. QP: MGT 310 QA: MGT 419, MGT 413

493. Field Studies

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.
R: Open only to seniors in Management. Approval of department. Program of observation, study, and work in selected business firms to supplement classroom study. Supervised independent research on special topics in Management. QA: MGT 468

800. Materials and Logistics Management

Fall, Spring. 3(3-0) Interdepartmental with Marketing and Logistics.
R: Open only to graduate students in Business. Fundamentals of materials and logistics management. Strategic impact of the transformation process in a global economy. Quality, inventory management, logistics strategy, customer service, international procurement, management of technology. QA: MGT 800

801. Materials Management: Tactical and Strategic Perspectives

Fall, Spring. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 800. R: Open only to graduate students in Business. Integration of procurement and operations management for competitive advantage. Strategic and tactical approaches to customer requirements. Management of supply-chains procurement, process assessment, quality, manufacturing planning and control, and tech QP: MGT 800 QA: MGT 803, MGT 821

802. Procurement and Sourcing Strategies

Fall, Spring. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 800. R: Open only to graduate students in Business. Sourcing strategies and applications. Negotiation planning and execution. QP: MGT 800 QA: MGT 803, MGT 815

803. Operations Management Strategy

Fall. 3(3-0) Interdepartmental with Marketing and Logistics.
P: MGT 801. R: Open only to graduate students in Business. Operations management issues including quality, technology, group technology, computer integrated manufacturing, and just-in-time manufacturing. QP: MGT 800 QA: MGT 801

806. Management and Organizational Behavior

Fall, Spring. 3(3-0)
R: Open only to graduate students in Business or students in programs for which MGT 806 is a catalog-listed requirement. Micro and macro models of organizational behavior applied to the management of organizational processes and design. Motivation, leadership, structural design, and workforce diversity. QA: MGT 806

808. Business as an Institution

Fall. 1(1-0)
R: Open only to students in the Advanced Management Program. Institutional goals and control of the business enterprise. Positioning of the firm in the marketplace. Ethical foundations of business.

810. Human Resource Management

Fall, Spring. 3(3-0)
P: MGT 806 or concurrently. R: Open only to graduate students in the College of Business or in programs for which MGT 810 is a catalog-listed requirement. Design, administration, and evaluation of the human resource function. Job analysis, planning, staffing, training, performance appraisal, and career development. Labor relations, safety and health programs. International human resource management. QP: MGT 806 QA: MGT 810

- 811. Organizational Staffing**
Spring. 3(3-0)
P: MGT 806; MGT 810 or concurrently. R: Open only to graduate students in the College of Business or in programs for which MGT 811 is a catalog-listed requirement.
Scientific, legal, and administrative issues in the selection, placement and promotion of individuals in organizations. Topics include job analysis, recruitment, testing, interviewing, performance appraisal, and affirmative action.
QP: MGT 806, MGT 810 QA: MGT 811
- 813. Human Resource Training and Individual Development**
Spring. 3(3-0)
P: MGT 810. R: Open only to graduate students in the College of Business or in programs for which MGT 813 is a catalog-listed requirement.
Planning, implementing and evaluating training programs. Career stages and career planning. Matching individual and organizational development needs.
QP: MGT 810 QA: MGT 826
- 815. Special Topics in Human Resource Management**
Spring of odd-numbered years. 3(3-0)
P: MGT 806; MGT 810 or concurrently. R: Open only to graduate students in Business.
Advanced organizational behavior, organizational theory and design, labor relations, and organizational development.
QP: MGT 806, MGT 810
- 819. Organization Design and the Management of Change**
Fall. 2(2-0)
P: MGT 808. R: Open only to students in the Advanced Management Program.
Alternative methods of organization. Dividing tasks and coordinating divided parts. Strategies for implementing new organizational forms and for changing strategies in general.
QA: MGT 806
- 822. Management of Compensation**
Fall. 3(3-0)
P: MGT 810 or concurrently. R: Open only to graduate students in the College of Business or in programs for which MGT 812 is a catalog-listed requirement.
Application of compensation principles to organizational objectives. Strategic use of compensation systems for attracting, motivating, and retaining employees. Managerial aspects of paying employees at all organizational levels. Course stresses policy
QP: MGT 810
- 823. Operations Management**
Spring. 3(3-0) Interdepartmental with Marketing and Logistics.
R: Open only to students in the Advanced Management Program.
Strategic issues in manufacturing operations, purchasing, and distribution. Impact of business systems on productivity and profits. Competitive strategies in an international economy.
QA: MGT 800
- 830. Contemporary Management Issues**
Spring, Summer. 2 credits. A student may earn a maximum of 4 credits in all enrollments for this course.
R: Open only to students in the Advanced Management Program.
Emerging issues in business management of critical importance to executive managers. Topics may involve ethics, quality, diversity, and globalization.
- 833. Decision Support Models**
Fall, Spring. 3(3-0)
R: Open only to graduate students in Business.
Analytical models to support decision making. Topics include multiple regression, linear optimization, decisions under uncertainty, and forecasting.
QA: MGT 833
- 834. Optimization Models I**
Fall of odd-numbered years. 3(3-0)
P: MGT 833 or approval of department.
Linear optimization models and algorithms. Theory of linear programming. Simplex algorithm and variations. Duality theory and sensitivity analysis. Linear programs with special structure.
QP: MGT 833 QA: MGT 834
- 836. Management in the Global Marketplace**
Summer. 3(1-4)
R: Open only to students in the Advanced Management Program.
Economic, social, political, and cultural factors associated with patterns of trade and direct investment in global industries. Focus on various specific economic regions of the world.
- 837. Introduction to Computer Simulation**
Fall of even-numbered years. 3(3-0)
P: STT 442.
Discrete computer simulation and its use in research and planning. Simulation approaches and computer simulation languages. Design and interpretation of simulation experiments. Internal mechanics of simulation programs.
QP: STT 443 QA: MGT 837
- 838. Design and Analysis of Statistical Experiments**
Spring of even-numbered years. 3(3-0)
P: STT 442 or COM 905.
Basic experimental design. Non-parametric and multivariate methods. Elementary sampling theory. Response surface methodology. Data analysis using statistical packages such as BMD and SPSS.
QP: COM 905 or STT 443 QA: MGT 838
- 846. Organizational Behavior and Personnel Administration**
Fall. 3(3-0)
R: Open only to students in the Advanced Management Program.
Management of human resources. Leadership, motivation, communications, employee perceptions, individual and organizational learning. Staffing, interviewing, training, development, appraisal, terminating, and legal issues.
QA: MGT 811
- 847. Managerial Decision Support Models**
Fall. 3(3-0)
R: Open only to students in the Advanced Management Program.
Development and application of analytical models to support decision making. Topics include multiple regression, linear optimization, decisions under uncertainty, forecasting.
QA: MGT 833
- 855. Labor and Management Relations**
Spring. 2(2-0) Interdepartmental with Labor and Industrial Relations.
R: Open only to students in the Advanced Management Program.
Industrial relations in American union and management collective bargaining. Compensation issues. Grievance concepts and arbitration. Dispute resolution.
- 858. Applied Strategic Management**
Spring. 2(2-0)
R: Open only to students in the Advanced Management Program.
Capstone integration and application of previous course work from the general manager's perspective. Topics include environmental analysis, competitive strategies, and strategy formulation and implementation.
QA: MGT 807
- 870. Strategic Management**
Fall, Spring. 3(3-0)
R: Open only to second-year M.B.A. students.
Determination of the strategic direction of the firm and management of strategic processes in the firm. Integration of environmental factors and organizational functions in the analysis and solution of management problems.
QP: ML 805, FI 889 QA: MGT 807
- 890. Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.
R: Open only to graduate students in Business. Approval of department.
Faculty-supervised independent study.
QA: MGT 890
- 906. Seminar in Organizational Research Methods**
Spring. 3(3-0)
R: Open only to Ph.D. students.
Methods for scientific research in the areas of organizational behavior, personnel and organizational theory. Theory building, hypothesis formation and testing, reliability theory, construct validity, external validity, research design.
QA: MGT 906
- 907. Seminar in Organizational Behavior**
Fall of even-numbered years. 3(3-0)
R: Open only to Ph.D. students.
Directed readings on the behavior of individuals within organizations. Theory and empirical research on perception, decision-making, work motivation, work attitudes, leadership and group dynamics.
QA: MGT 907
- 908. Seminar in Organizational Theory**
Fall of odd-numbered years. 3(3-0)
P: MGT 906. R: Open only to Ph.D. students.
Formal organizations viewed as rational, natural and open systems. Survey of contemporary theory and empirical research.
QP: MGT 906 QA: MGT 908
- 909. Seminar in Human Resource Management**
Spring of even-numbered years. 3(3-0)
R: Open only to Ph.D. students.
Classic and current empirical research. Job analysis, personnel selection, training, and incentive systems.
QA: MGT 911
- 910. Seminar in Strategic Management**
Fall of even-numbered years. 3(3-0)
R: Open only to Ph.D. students.
Review of recent research literature. Topics include developments in strategic types, identification of strategic groups, strategy formulation, implementation, and decision making.
QA: MGT 912
- 912. Special Topics Research Seminar**
Spring of odd-numbered years. 3(3-0)
P: MGT 906. R: Open only to Ph.D. students.
Research in timely and specialized topics in organizational behavior, organization theory, human resource management, organizational policy and strategy.
QP: MGT 906 QA: MGT 912
- 918. Procurement and Sourcing Theory**
Fall of even-numbered years. 3(3-0)
R: Open only to Ph.D. students.
Theoretical models explaining procurement and sourcing strategy. Frameworks to guide research.
QP: MGT 801
- 919. Procurement and Sourcing Management Strategy**
Spring of even-numbered years. 3(3-0)
P: MGT 918. R: Open only to Ph.D. students.
Management issues affecting the contribution of procurement and sourcing strategies to the competitiveness of the firm.
- 920. Seminar in Manufacturing Strategy**
Fall of even-numbered years. 3(3-0)
P: MGT 801, MGT 803. R: Open only to Ph.D. students.
Research in manufacturing strategy. Quality, technology, flexibility, innovation. Theory building.
QP: MGT 801, MGT 821 QA: MGT 920
- 921. Seminar in Inventory Management**
Fall of odd-numbered years. 3(3-0)
P: MGT 801, MGT 803. R: Open only to Ph.D. students in Business.
Classical, just-in-time, and multi-echelon inventory control models. Forecasting.
QP: MGT 801, MGT 821 QA: MGT 921
- 922. Seminar in Production Planning & Scheduling**
Spring of odd-numbered years. 3(3-0)
P: MGT 801, MGT 803, MGT 834. R: Open only to Ph.D. students in Business.
Aggregate and disaggregate planning, master scheduling, material requirements planning, lot-sizing, short-term capacity planning, and scheduling.
QP: MGT 801, MGT 821, MGT 834 QA: MGT 922

**Descriptions—Management
of
Courses**

923. Topics in Operations Management
Spring of even-numbered years. 3(3-0)
P: MGT 801, MGT 803. R: Open only to Ph.D. students in Business.
Current research in the field. Topics vary.
QP: MGT 801, MGT 821 QA: MGT 923

999. Doctoral Dissertation Research
Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course.
R: Open only to Ph.D. students in Management.

QA: MGT 999

**MARKETING AND
LOGISTICS**

ML

**Department of Marketing and
Logistics
The Eli Broad College of Business
and The Eli Broad School of
Management**

300. Managerial Marketing
Fall, Spring, Summer. 3(3-0)
P: EC 201 or EC 251H; ACC 201 or ACC 230 or ACC 251H. R: Open only to juniors and seniors.
Analysis of and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.
QP: EC 201 or EC 251H, ACC 201 or ACC 230 or ACC 251H or HRI 203 QA: MTA 300

302. Consumer and Organizational Buyer Behavior
Fall, Spring, Summer. 3(3-0)
P: ML 300. R: Open only to juniors and seniors in the College of Business or students in programs for which ML 302 is a catalog-listed requirement.
Application of consumer behavior principles to customer satisfaction, market planning, and marketing mix decisions. Ethical, diversity, and international issues.
QP: MTA 300 QA: MTA 302

310. International and Comparative Dimensions of Business
Fall, Spring, Summer. 3(3-0)
P: EC 202 or EC 251H; MGT 302 or concurrently, ML 300 or concurrently. R: Open only to juniors and seniors.
International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies.
QP: MTA 300, EC 202 or EC 251H, MGT 302 QA: MTA 310

317. Quantitative Business Research Methods
Fall, Spring, Summer. 3(3-1) Interdepartmental with Statistics and Probability.
P: STT 315. R: Open only to juniors and seniors in College of Business.
Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.
QP: STT 315 or STT 201 or STT 421 QA: MTA 317

319. Marketing Research
Fall, Spring. 3(3-0)
P: ML 300, STT 315. R: Open only to juniors and seniors in the College of Business.
Research methods designed to obtain information for marketing decisions. Research design, data collection, and interpretation of information to provide a customer orientation.
QP: MTA 300, MTA 317 QA: MTA 319

335. Food Marketing Management
Spring. 3(3-0) Interdepartmental with Food Systems Economics and Management.
P: FSM 200 or ML 300. R: Open only to juniors and seniors in College of Business and in programs for which ML 335 is a catalog-listed requirement.
Management decision-making in food industry organizations (processors, wholesalers, retailers). Marketing and sales in response to customer and consumer needs. Distribution and merchandising systems in domestic and international contexts.
QP: MTA 300 or FSM 200 QA: MTA 335

345. Logistics Management
Spring. 3(3-0) Interdepartmental with Management.
P: MGT 303. R: Open only to juniors and seniors in College of Business.
Activities and decisions necessary to plan, implement, and control private and public physical distribution and transportation channel systems. Physical, human, informational, and organizational system components.
QP: MGT 303 or MTA 301 QA: MTA 345

351. Retail Management
Fall, Spring, Summer. 3(3-0)
P: ML 300. R: Open only to juniors and seniors in the College of Business or in programs for which MTA 351 is a catalog-listed requirement.
Domestic and international retailing structure, environment, and development. Managerial strategy. Locational, purchasing, organizational, personnel and promotional techniques. Retail budgeting and control. Social and ethical considerations.
QP: MTA 300 QA: MTA 351

413. Personal Selling and Sales Management
Fall. 3(3-0)
P: ML 302. R: Open only to juniors and seniors in the College of Business.
Planning, implementing, and controlling the firm's personal selling function. Analysis of sales territories; management of recruitment, selection, training, and motivation of sales personnel; evaluation of sales performance. Diversity and ethical issues.
QP: MTA 302 QA: MTA 413

415. International Marketing Management
Fall, Spring. 3(3-0)
P: ML 300, ML 310. R: Open only to juniors and seniors in the College of Business.
Marketing decisions, strategies, and operations of the firm involved in international business. Researching global market opportunities and formulating market entry strategies. Developing and implementing the international marketing program.
QP: MTA 300, MTA 301 or EC 428 or EC 429 QA: MTA 415

439. Food Business Analysis and Strategic Planning
Fall. 3(3-0) Interdepartmental with Food Systems Economics and Management.
P: ML 335 or FSM 335; STT 201 or STT 200 or STT 315. R: Open only to juniors and seniors in College of Business and in programs for which MTA 439 is a catalog-listed requirement.
Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, business and strategic planning.
QP: MTA 335, STT 201, STT 315 QA: MTA 439

442. Traffic and Transportation Management
Fall. 3(3-0) Interdepartmental with Management.
P: MGT 304, ML 345. R: Open only to juniors and seniors in College of Business.
Analysis of purchasing and operating transportation services including carrier selection, pricing and rates, and negotiation. Managing the transportation function including consolidation, fleet management, and transportation strategies. International and intermodal distribution.
QP: MGT 303, MTA 341, MTA 345 QA: MTA 442

446. Physical Distribution Operations Management
Spring. 3(3-0) Interdepartmental with Management.
P: MGT 304, ML 345. R: Open only to juniors and seniors in College of Business.
Analysis of distribution operations from a firm and facility perspective. Customer service strategy. Information and order processing systems. Warehouse design and operations. Material handling systems and assessment of performance.
QP: MGT 303, MTA 341, MTA 345 QA: MTA 446

460. Marketing Strategy
Fall, Spring, Summer. 3(3-0)
P: ML 302, ML 319, and one other ML course. R: Open only to seniors in the College of Business.
Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis. Ethical and international applications.
QP: MTA 302, MTA 319 QA: MTA 460

470. Materials and Logistics Policy
Fall, Spring. 3(3-0) Interdepartmental with Management.
P: MGT 304, ML 345, one additional course in materials and logistics management. R: Open only to juniors and seniors in College of Business and in programs for which MTA 470 is a catalog-listed requirement.
Case studies of strategic and tactical decisions in materials and logistics management. Identification and definition of problems, evaluation of integrated alternatives, and development of recommendations.
QP: MGT 304, MTA 345 QA: MTA 407

490. Independent Study
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.
R: Open only to majors in Marketing and Transportation Administration and in Materials and Logistics Management. Approval of department.
Supervised program of independent library or field research designed to supplement classroom study.
QA: MTA 409

490H. Honors Independent Study
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course.
R: Open only to Honors College juniors and seniors. Approval of department.
Supervised program of independent library or field research designed to supplement classroom study.
QA: MTA 400H

491. Topics in Marketing
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course.
P: ML 300. R: Open only to juniors and seniors in the College of Business.
Current issues in specialized marketing, logistics knowledge of marketing, and environmental analysis. Strategy development for control.
QP: MTA 300 QA: MTA 399

805. Marketing Management
Fall, Spring. 3(3-0)
R: Open only to graduate students in Business or students in programs for which ML 805 is a catalog-listed requirement.
Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context.
QP: ACC 839, MGT 806, MGT 833 QA: MTA 805

806. Decision Support Systems for Marketing
Fall, Spring. 3(3-0)
P: ML 805. R: Open only to graduate students in Business.
Analytical marketing decision-making using existing data bases. Expert system development and application in marketing management.
QP: MTA 805