
Marketing and Management Information Systems

	Faculty and Fields of Interest	Management Information Systems Major BS degree
<p>The Department of Marketing and Management Information Systems offers major programs leading to Bachelor of Science Degree.</p>	<p>Godwin Ariguzo sales management, promotional strategy, consumer behavior</p>	<p>The Management Information Systems program of study is designed to prepare students for one of the most rapidly expanding professions in the business world.</p>
<p>The purpose of the Marketing Program is to prepare students for careers in domestic and international marketing with a focus on consumers and acquiring information for decision making.</p>	<p>Nora Ganim Barnes marketing research, consumer behavior</p>	<p>Management Information Systems prepares the student both to analyze an organization's information systems structure and to design and implement appropriate systems. This major offers a broad educational experience in business, computer applications, the humanities, and social sciences.</p>
<p>The purpose of the Management Information Systems program is to prepare students for careers in the application of information technology that solve business problems and explore new business opportunities.</p>	<p>John A Chopoorian international marketing, marketing management</p>	<p>The primary emphasis of the program is the application of the "systems approach" to business problem-solving and decision-making. Analysis of both on-campus and off-campus "real-life" business systems provides students with practical experience and increases their value in the professional career market.</p>
<p>Previously, the department was called Marketing and Business Information Systems and the Business Information Systems courses used the prefix BIS. Beginning in the 2005-2006 academic year, the department is named Marketing and Management Information Systems, and the Management Information Systems courses use MIS as their prefix.</p>	<p>Catharine Curran-Kelly promotional strategy, advertising</p>	<p>Management Information Systems majors differ from computer science majors in emphasizing applications of computer systems over their development and analysis. The applications are focused on complex business needs in organizations. Management Information Systems majors conceptualize, design, and implement high quality business systems and build bridges between technical realities, organizational functions, and decision-making by managers.</p>
	<p>Deana Jelovac consumer behavior</p>	
	<p>Fahri Karakaya (chairperson) consumer behavior, marketing research, marketing management</p>	
	<p>Omar E M Khalil management information systems, database systems, information management</p>	
	<p>Efrem Mallach expert systems, decision support systems, data warehousing</p>	
	<p>Timothy Shea systems analysis, database systems, management information systems</p>	
	<p>Zheng Zhong Shi information systems, networking</p>	
	<p>Shouhong Wang systems analysis, programming, electronic commerce</p>	
	<p>D Steven White services marketing, promotion and advertising, selling and sales management, international marketing</p>	

Requirements

Credits

Student Learning Outcomes	General Requirements — Years One and Two	Credits
<p>Consonant with the mission of the college, the purpose of the marketing information systems program is to prepare students for careers in the application of information technology to solving business problems and to exploring new business opportunities. Graduates will be capable of analyzing an organization's information requirements as well as designing and implementing effective systems to satisfy those needs.</p> <p><i>Students will</i></p> <ul style="list-style-type: none"> • have a thorough knowledge of the principles and concepts pertinent to information technology applications; • be adaptable to new and changing information technologies through the application of principles and concepts, becoming life-long learners; • develop a systems view and critical analysis skills in identifying problems and opportunities amenable to the application of information technology; • apply creative thinking skills and systems design methods in developing information technology-based systems; • understand the human, organizational, and technical issues in implementing information technology-based systems and the challenges inherent to change; • develop teamwork skills that foster cooperation among organizational units and disciplines; and • be aware of and able to deal with ethical and societal implications of current and future applications of information technology. 	<p>ENL 101, 102 Critical Writing and Reading I, II MTH 107 Elements of College Math Enhanced MGT 212 Business Statistics GBA 101 The Business Organization ENL 265 Business Communications ECO 231, 232 Principles of Micro/Macroeconomics ACT 211, 212 Principles of Accounting I, II Cult./artistic literacy Diversity course Natural science/technology Social science electives</p> <p>Core Business Requirements</p> <p>MKT 211 Principles of Marketing MGT 311 Organizational Behavior MIS 315 Information Systems MGT 333 Quantitative Business Analysis FIN 312 Financial Management MGT 312 Legal Framework of Business MGT 345 Operations Management MGT 490 Strategic Management and Policy Formulation</p> <p>Management Information Systems Core Courses</p> <p>MIS 211 Information Technology Hardware and Software MIS 212 Programming and Problem Solving MIS 322 Systems Analysis and Design MIS 341 Data Communication and Networks MIS 432 Database Design and Implementation MIS 461 Management of Information Systems MIS 462 Advanced Information Systems Project</p> <p>Business Information Systems Elective</p> <p>Business Elective Any 300- or 400- level course in College of Business except ACT 355</p> <p>Non-Business Electives Courses outside the College of Business</p> <p>Total credits:</p>	<p>54</p> <p>6 3 3 3 3 6 6 9 3 6 6</p> <p>24</p> <p>3 3 3 3 3 3 3 3</p> <p>21</p> <p>3 3 3 3 3 3 3</p> <p>3</p> <p>3</p> <p>15</p> <p>120</p>

Management Information Systems Courses

MIS 101 three credits

The Business Organization

Prerequisite: CCB entering freshman only
A technology-based, cross-discipline course for first-year students, the first business core course. It introduces first-year business majors to the world of business and enriches their first-year experience. It provides students with an overview of business, its environment and its subsystems (e.g. operations, marketing, accounting, finance, and information systems); and enhances their computer and team-working skills. Through informational and advising experiences students make decisions in areas such as the selection of courses, a major, a career, and the utilization of on-campus student resources.

MIS 211 three credits

Information Technology Hardware and Software

Prerequisite: Sophomore standing; for business majors only cannot be used as a business elective for non-business majors
Provides the hardware-software technological background to enable students to understand the tradeoffs in computer systems architecture for effective use in the business environment. Topics include hardware components (e.g., CPU architecture, memory, registers, addressing modes, busses, instruction sets, peripheral devices) and software components (e.g., software environment, system software evolution, and the types and functionalities of operating systems and system-user interfaces). MIS majors only, cannot be used to fulfill a Business Elective for non-MIS majors.

MIS 212 three credits

Problem Solving and Programming

Prerequisite: Sophomore standing; for business majors only cannot be used as a business elective for non-business majors
Develops skills in business computing problem solving. Issues include business data processing, business software development, Web-page development, graphical user interface design, and decision support systems. The course provides an overview of multiple computer languages (COBOL, C++, HTML, JavaScript, Java, and Visual BASIC) that are commonly used in the business field. Students learn to use structured programming and object-oriented programming techniques for business computing. MIS majors only, cannot be used to fulfill a Business Elective for non-MIS majors.

MIS 312 three credits

Web-Based Application Development and Advanced Programing

Prerequisites: MIS 212 and junior standing; for business majors only, or by permission of the department chairperson
The use of computer programming to develop Web-based computing applications. Topics include physical design, programming, testing, and implementation of three-tier Web-based information systems. Emphasis is placed on programming on the server's side. Students learn advanced computer programming languages, including CGI Perl and Java, to implement Web-based business applications.

MIS 315 three credits **I, E**
Information Systems

Prerequisite: At least junior standing; MIS 101, or ENL 102, or permission of Assistant Dean for Undergraduate Programs; cannot be used as a Business Elective by Accounting Majors
Provides an understanding of information technology and systems and how information is used in support of decisions and organizational processes. Emphasis is on how information systems relate to organizational systems and decision making, information systems components, implementation and evaluation of systems performance, and ethical issues related to information systems design and use.

MIS 322 three credits

Business Systems Analysis and Design

Prerequisites: MIS 315 and at least junior standing; for business majors only
Provides students with a basic understanding of the process and the techniques of analyzing and designing computer-based information systems. The entire spectrum of system analysis and design will be covered, beginning with the first request for a system study and continuing through with the feasibility, analysis, design, implementation, and maintenance phases of the system development life cycle.

MIS 341 three credits

Data Communication and Networks

Prerequisites: MIS 315 and at least junior standing; for business majors only
How individual computers and groups of computers can be linked together via telecommunication networks to form optimally performing, integrated computer networks. Emphasis is placed on how such networks make the best use of available computer resources while also providing

computer system users with information of the highest value at the lowest cost. The course also examines the communications environment, regulatory issues, and network pricing and management.

MIS 371 three credits

End-User Software Applications

Prerequisite: At least junior standing; MIS 101; for business majors only
Emphasizes computer competency in the use of personal computers in the modern business environment. Personal productivity applications involving spreadsheet analysis, database construction, and advanced word-processing applications are studied.

MIS 372 three credits

Managing PC Workstations

Prerequisites: MIS 315 and junior standing; or permission of instructor; for business majors only
Introduction to basic skills and techniques required to manage and maintain PC workstations. Students are introduced to PC operations and maintenance, and are shown how to complete hardware and software installations, step-by-step, using laboratory computer systems.

MIS 381 three credits

Legal and Ethical Issues in Information Systems

Prerequisite: MIS 315 and junior standing; for business majors only
Legal and ethical issues relating to the use of information technology and systems in modern society. Topics to be covered include contracts for computer services such as sales and leasing; intellectual property areas such as software protection, licensing, copyrighting, etc.; tort and constitutional areas dealing with rights of privacy; criminal areas dealing with computer crime, and tax law issues of computer hardware/software.

MIS 399 three credits

Internship in Business Information Systems

Prerequisites: At least junior standing; permission of the instructor, department chairperson, and college dean; approved contract filed by end of the add/drop period of the semester; for business majors only
Work experience at a specialized level supervised for graded academic credit by a faculty member in the student's major field. Terms and hours to be arranged. Students must register in advance to receive credit for an internship in the Business College. Deadline for registration and approval for internship contracts is the end of the add/

drop period; no late contracts or registrations will be accepted. For specific procedures and regulations, see section of catalogue on Other Learning Experiences.

MIS 432 three credits

Business Data Systems

Prerequisites: At least junior standing; MIS 322; for business majors only

Students demonstrate their mastery of the analysis and design processes acquired in earlier courses by designing and constructing databases to meet the information needs of users. Topics covered include data models and modeling techniques, information engineering, database design and implementation, data quality and security, and the client/server environment.

MIS 433 three credits

Advanced Database/E-Business Applications Development

Prerequisite: MIS 432 and senior standing; for business majors only

Focuses on advanced database techniques and issues for e-commerce applications including web-based database application development and data warehousing design. The course provides extensive opportunities for applying and extending database concepts learned in MIS 432 (Business Data Systems) through hands-on use of web-based database applications development tools that are commonly used in the business field. Students complete a major project.

MIS 461 three credits

Management of Information Systems

Prerequisites: MIS 315 and senior standing; for business majors only

Technical tools and managerial approaches required in the administration of information systems functions and projects. Topics include budgeting and planning, the structure and management of computer operations, measurement of operating performance, project management techniques for systems development and implementation, human resource management, and the role of the information systems manager.

MIS 462 three credits

Advanced Business Information Systems Projects

Prerequisites: MIS 432 and senior standing; for business majors only

Capstone course in the Business Information Systems program. Project management techniques are utilized in the development of a functioning information system for an

actual organization. Group work is emphasized in the implementation of technology-based solutions to real business problems.

MIS 471 three credits

Advanced Software Applications

Prerequisite: MIS 315 and senior standing; for business majors only

Emphasizes the necessity of computer competency in the use of personal computers in the modern business environment. Personal productivity applications involving spreadsheet analysis, data base construction, advanced word processing, and web page design/construction are studied.

MIS 475 three credits

Information Systems and Business Process Design

Prerequisites: MIS 315 and senior standing; for business majors only

Introduction to the role of information technology (IT) and systems in support of an organization seeking to improve the efficiency and effectiveness of its business processes. Topics covered include total quality management (TQM) and business process reengineering (BPR). BPR methodologies, enterprise modeling and modeling techniques, IT-enabled change, change management, IS role in BPR projects, and IS role in process management.

MIS 481 three credits

Electronic Commerce/Electronic Business

Prerequisites: MIS 315 and senior standing; for business majors only

Provides an understanding of what Electronic Commerce/Electronic Business (EC/EB) involves, how it is accomplished, and its impact on organizations. Both the Business-to-Business and the Business-to-Consumer sides of EC/EB are examined.

MIS 490 three credits

Special Topics in Information Systems

Prerequisite: Senior standing; for business majors only

Reserved for special topics in business information systems. May be repeated with change of content.

MIS 495 variable credit

Independent Study

Prerequisites: Upper-division standing; for business majors only permission of instructor, department chairperson, and college dean

Study under the supervision of a faculty member in an area not otherwise part of the discipline's course offerings. Conditions and hours to be arranged.

MIS 396, 496 three credits

Directed Study

Prerequisites: Permission of the instructor, department chairperson, and college dean; for business majors only

Study under the supervision of a faculty member in an area covered in a regular course not currently being offered.

Conditions and hours to be arranged.

Marketing Major
BS degree

Requirements

Credits

The marketing curriculum is designed to prepare students for successful careers in the many phases of marketing and distributing products and services throughout the economy. Graduates are prepared for career opportunities such as research analysts, sales managers, directors of marketing programs, or professional sales personnel.

Courses are oriented toward problem-solving and management decision-making. The total curriculum emphasizes knowledge and competence in marketing that will enable the program's graduates to progress well in the early stages of their careers; to develop the ability to analyze, plan, organize, coordinate, motivate and control; to think creatively; to communicate effectively; and to gain broad perspectives essential to the attainment of ownership or executive management responsibilities.

There are also opportunities for students to gain actual work experience through the International Business Association, which sponsors student-run trade missions to various overseas locations, conducts a special market research program in which students do marketing research projects for area business and organizations, and oversees a student-run advertising agency, OmniAd.

Student Learning Outcomes

The purpose of the marketing program is to educate students for careers in marketing and marketing-related disciplines such as sales, advertising, and marketing research. Graduates will be capable of evaluating an organization's objectives, analyzing its internal and external environments, and creating effective marketing strategies and tactics that achieve its goals.

Students will

- have a thorough understanding of marketing concepts and principles;
- be able to create a marketing plan to guide sales and promotional activities in achieving the goals of the organization;
- demonstrate a basic knowledge of the planning and implementing issues associated with global marketing;
- understand the role of electronic commerce in creating marketing strategies;
- demonstrate skill in marketing communication and sales presentation;
- have the ability to conduct primary and secondary research in marketing;

General Requirements — Years One and Two 54

ENL 101, 102	Critical Writing and Reading I, II	6
MTH 107	Elements of College Math Enhanced	3
MGT 212	Business Statistics	3
GBA 101	The Business Organization	3
ENL 265	Business Communications	3
ECO 231, 232	Principles of Micro/Macroeconomics	6
ACT 211, 212	Principles of Accounting I, II	6
	Cult./artistic literacy	9
	Diversity course	3
	Natural science/technology	6
	Social science electives	6

Core Business Requirements 24

MKT 211	Principles of Marketing	3
MGT 311	Organizational Behavior	3
MIS 315	Information Systems	3
MGT 333	Quantitative Business Analysis	3
FIN 312	Financial Management	3
MGT 312	Legal Framework of Business	3
MGT 345	Operations Management	3
MGT 490	Strategic Management and Policy Formulation	3

Marketing Core Courses 21

MKT 331	Promotional Strategy	3
MKT 330	Marketing Intelligence and Information Technology	3
MKT 332	Sales Management	3
MKT 420	International Marketing and Management	3
MKT 431	Consumer Behavior	3
MKT 441	Marketing Management	3
MKT 442	Marketing Research	3

Marketing Elective 3

Business Elective 3

Any 300- or 400- level course in College of Business except ACT 355

Non-Business Electives 15

Courses outside the College of Business

Total credits: 120

Learning Outcomes, continued

- have the ability to use computers to access electronic data sources, and to perform statistical analyses; and
- demonstrate a basic understanding of the social and ethical aspects of marketing.

Marketing Courses

MKT 211 three credits **E**

Principles of Marketing

Prerequisite: sophomore standing
A basic understanding of the role and scope of responsibilities facing contemporary marketing management. Emphasis is placed on the integration of marketing principles into an organized approach for decision making.

MKT 330 three credits

Marketing Intelligence and Information Technology

Prerequisite: Junior standing; MKT 211; for business majors only
Provides students a working knowledge of secondary data acquisition and analysis. This course places strong emphasis on written and oral communication skills.

MKT 331 three credits

Promotional Strategy

Prerequisites: MKT 211 and junior standing; for business majors only
Basic understanding of the factors affecting promotional decisions as well as the role of promotional effort in market strategy planning. The basic principles of advertising, sales promotion and personal selling are integrated.

MKT 332 three credits

Sales Management

Prerequisites: MKT 211 and junior standing; for business majors only
Sales programs are formulated and then implemented. This course deals with understanding the importance of these major responsibilities in an age of accelerating product complexity. (Formerly offered as MKT 432).

MKT 360 three credits

Business-to-Business Marketing

Prerequisites: MKT 211 and junior standing; for business majors only
A study of contemporary market strategy techniques in industrial companies. Emphasis is placed on the case approach where students are provided an opportunity to develop strategies in response to given market opportunities and competitive behavior.

MKT 370 three credits

Social and Ethical Issues in Marketing

Prerequisites: MKT 211 and junior standing; for business majors only
An examination and appraisal of contemporary thought on the extent to which marketing activities influence the ethical and social values of society.

MKT 372 three credits

Retail Management and Fashion Merchandising

Prerequisites: MKT 211 and junior standing; for business majors only
Presents a strategic marketing-oriented framework within which the student can appreciate the interrelationships of the industries and forces that make up the businesses bringing "fashion" fiber to market. The course examines the basic concepts fundamental to understanding the retail environment and the operation of retail firms.

MKT 390 three credits

Sports Marketing

Prerequisites: MKT 211 and junior standing; for business majors only
Provides both a practical and theoretical understanding of the rowing sport industry, its vital place in society, and the key component that composes successful sport organizations. The course explores managerial and organizational leadership issues that have broad applications in any business career. Case studies are used to sharpen the students' analytical ability, their decision-making skills, and their oral and written communication effectiveness.

MKT 399 three credits

Internship in Marketing

Prerequisites: At least junior standing; for business majors only; permission of the instructor, department chairperson, and college dean; approved contract filed by end of the add/drop period of the semester
Work experience at a specialized level supervised for graded academic credit by a faculty member in the student's major field. Terms and hours to be arranged. Students must register in advance to receive credit for an internship in the Business College. Deadline for registration and approval for internship contracts is the end of the add/drop period; no late contracts or registrations will be accepted. For specific procedures and regulations, see section of catalogue on Other Learning Experiences.

MKT 420 three credits

International Marketing

Prerequisites: MKT 211 and senior standing; for business majors only
A systematic treatment of marketing and management on a global scale. Emphasis is placed on the study of the dimensions of foreign market environments, marketing across national boundaries and management and marketing simultaneously in two or more national environments.

MKT 421 three credits

Advertising

Prerequisites: MKT 211, 331 and senior standing; for business majors only
Principal form and applications of advertising alternatives as a part of overall market strategy planning. Considerable emphasis is placed on applied problems which allow for student planning of advertising campaigns.

MKT 431 three credits

Consumer Behavior

Prerequisites: MKT 211 and senior standing; for business majors only
A study of consumer decision processes as a series of activities related to the purchase and consumption of goods. Emphasis is given to contemporary thought on the consumer problem-solving process, namely problem recognition, search, evaluation, commitment and post-purchase behavior.

MKT 441 three credits

Marketing Management

Prerequisites: MKT 211 and senior standing; for business majors only
A capstone course that integrates marketing and business principles learned in prior courses. Being decision-oriented and analytical it sets forth a definite way of surveying current developments in marketing practice, with the advantage of allowing the student freedom, via the case approach, in his or her choice of executive action. Students are required to complete a marketing plan.

MKT 442 three credits

Marketing Research

Prerequisites: MKT 211; MGT 210, 211; MKT 330; and senior standing; for business majors only
An examination of the market research process as used in approaching contemporary marketing problems. Emphasis is placed on the current status of research techniques and their application.

MKT 490 three credits

Special Topics in Marketing

Prerequisite: Junior standing and MKT 211 for business majors only, or by permission of the department chairperson
Reserved for special topics in Marketing. May be repeated with change of content.

Graduate MBA Courses

MKT 495

Independent Study variable credit
Prerequisites: Upper-division standing; for business majors only; permission of instructor, department chairperson, and college dean
Study under the supervision of a faculty member in an area not otherwise part of the discipline's course offerings. Conditions and hours to be arranged.

MKT 396, 496

Directed Study three credits
Prerequisites: Permission of the instructor, department chairperson, and college dean; for business majors only
Study under the supervision of a faculty member in an area covered in a regular course not currently being offered. Conditions and hours to be arranged.

MBA graduate courses are not open to undergraduates. See the *Graduate Catalogue* for general and program requirements and descriptions for these courses

Foundation Courses

MGT 500 three credits
Statistical Analysis

MKT 500 three credits
Marketing Concepts

FIN 500 three credits
Economic Concepts for Managers

ACT 500 three credits
Financial Accounting and Reporting

Fin 501 three credits
Financial Concepts

MGT 501 three credits
Operations Management

Required MBA Core Courses

ACT 650 three credits
Accounting for Decision Making

MIS 650 three credits
Information Technology Management

FIN 650 three credits
Finance for Decision Making

MGT 650 three credits
Management of Organizational Behavior

MGT 651 three credits
Operations Analysis

MKT 650 three credits
Marketing Strategy

MGT 659 three credits
Strategic Management

Elective MBA Courses

ACT 670 three credits
Financial Statements Analysis

ACT 672 three credits
Taxes and Business Decisions

MIS 670 three credits
Managing Information

MIS 671 three credits
Managing Systems

MIS 672 three credits
Digital Economy and Commerce

FIN 670 three credits
Investment Analysis

FIN 671 three credits
Personal Financial Planning

FIN 672 three credits
International Financial Management

MGT 670 three credits
Regulatory and Administrative Law

MGT 671 three credits
Management of Organizational Change

MGT 672 three credits
Designing Team-Based Organizations

MGT 675 three credits
International Supply Chain Management

MGT 676 three credits
Business Process Design

MGT 677 three credits
Leading, Motivating, and Empowering Others

MKT 670 three credits
Interactive Marketing

MKT 671 three credits
Marketing Research

MKT 672 three credits
International Business and Multinational Enterprises

Common, Variable Courses

ACT 690, MIS 690, FIN 690, MGT 690, MKT 690 three credits
Special Topics

ACT 695, MIS 695, FIN 695, MGT 695, MKT 695 variable credits
Independent Study

ACT 696, MIS 696, FIN 696, MGT 696, MKT 696 three credits
Directed Study