

## MARKETING AND MANAGEMENT

Booth College of Business and Professional Studies

### MARKETING AND MANAGEMENT

#### MAJORS

- Business Management
- International Business
- Marketing

#### MINORS

- General Business

### THE DEPARTMENT

The mission of the Marketing and Management Department is to advance knowledge through a balance of teaching, scholarly activity and service. The faculty in the department provide relevant and quality educational experiences for students which are intended to assist in lifelong learning. The department places great importance on developing each student's ability to think critically, to advance intellectually and to communicate effectively. Students majoring in one of the options offered by the department will have numerous opportunities and avenues to prepare them for ethical participation in the global arena of business and/or organizational life.

### BUSINESS MANAGEMENT

This major prepares the student to become a leader in the business field. It appeals to the kind of person who likes to be in charge and is good at managing and motivating people. Students learn planning, organizing, staffing, directing, coordinating, reporting and budgeting.

### INTERNATIONAL BUSINESS

As the world becomes a single, integrated marketplace, even the smallest businesses often trade across borders. International Business majors not only learn what issues are involved, but also are required to study another language and study abroad — another example of the Marketing and Management Department's commitment to combining theory and practical experience.

### MARKETING

Marketing is the process of satisfying consumer needs. Marketing experts are involved in all aspects of a product's development, pricing, selling, logistics, e-commerce, promotion, advertising, retailing and wholesaling. People involved in marketing use their skills in business, advertising, sales and public relations to solve problems and sell products.

### DEGREE PROGRAMS

The Marketing and Management Department offers programs leading to the Bachelor of Science degree. All of the degree programs in this department are accredited by the Association of Collegiate Business Schools and Programs (ACBSP). Students may select from three comprehensive majors offered by this department:

- Business Management
- International Business
- Marketing

Each of these majors is designed to prepare students for their professional career choice by providing them with the critical thinking, ethical decision-making and communication skills required for success in today's business world. The different majors in the department permit the student a wide range of choices. These alternatives vary from the opportunities of entrepreneurship to the challenges of corporate positions. In addition, the focus of the major may be domestic or international in its orientation. Thus, students majoring in marketing, management or international business will have many opportunities and avenues that will prepare them for participation in the world of business.

In addition, the Marketing and Management Department offers the Minor in General Business to students who major in another discipline. This alternative permits students to gain exposure to the principles and fundamental concepts of business while pursuing a non-business major.

## COMMON PROFESSIONAL COMPONENT REQUIREMENTS FOR ACCREDITED BUSINESS PROGRAMS

Marketing and Management majors are accredited by the Association of Collegiate Business Schools and Programs. To ensure a common professional component among the accredited business programs, all students majoring in accounting, business economics, business education, business management, management information systems, finance, international business, marketing or office information systems are required to fulfill the following professional component requirements:

### General Education courses

- General Statistics I
- General Economics I (Macroeconomics)

### Directed Institutional Requirement

- Computers and Information Technology

### Non-business courses

- College Algebra
- General Economics II (Microeconomics)

### Business courses

- Accounting I
- Accounting II
- Business Law I
- Fundamentals of Business Finance
- Managerial Communication
- Principles of Management
- Operations Management
- Organizational Policy and Decision-Making
- Principles of Marketing
- International Business
- Management Information Systems

## MAJORS

### BUSINESS MANAGEMENT

*B.S. — no minor required*

Students in this major must take the common professional component courses plus fulfill the following major requirements:

#### Required Courses

- Human Resource Management
- Organizational Behavior and Theory
- Managerial Accounting
- Business and Society

#### Choose two from the following:

- Labor Economics
- Entrepreneurship
- Negotiations

#### Recommended Electives

- Any 300 or 400-level business course or other 300 or 400-level advisor-approved elective

### INTERNATIONAL BUSINESS

*B.S. — no minor required*

Students choosing this major must take the common professional component courses plus fulfill the following major requirements:

#### Required Courses

- International Economics
- Logistics Management OR Marketing Management
- Managerial Accounting
- Multinational Management

#### International Experience

At least 6 hours of business credit which may include courses of study and/or internship in a foreign country.

#### Cultural Understanding

Students must complete six hours according to Option A or B based upon advisor direction.

#### Option A — Global Political Economy

- Transnational Politics
- International Relations

#### Option B — Foreign Language

Six hours above the introductory level; specifically above the following: French: Communication and Culture I and Spanish: Communication and Culture I

### MARKETING

*B.S. — no minor required*

Students in this major must take the common professional component courses plus fulfill the following major requirements:

#### Required Courses

- Managerial Accounting
- Consumer Behavior
- Sales and Sales Management
- Marketing Research
- Marketing Management

#### Choose two from the following:

- Retailing
- Promotion
- Logistics Management

#### Recommended Electives

General Statistics II, Media Design I, Media Design II, Principles of Print Advertising, Listening Behavior and Skills, Semantics and Linguistics, Forecasting Business Conditions, Human Resource Management, Organizational Behavior and Theory, Intern in Marketing, other advisor-approved electives

## MINORS

### GENERAL BUSINESS

#### Required Courses

- Accounting I
- Accounting II
- General Economics II (Microeconomics)
- Business Law I
- Fundamentals of Business Finance
- Managerial Communication
- Principles of Management
- Principles of Marketing

Students with a comprehensive major in any business discipline requiring the common professional component are not permitted to minor in general business. This minor is intended for non-business majors.

## COURSE DESCRIPTIONS

### COMMON PROFESSIONAL COMPONENT COURSES

#### General Statistics I

Basic concepts of decision making, central values, variability, probability and statistical inference, elementary concepts of correlation, parametric tests of significance, and regression analysis.

#### General Economics I (Macroeconomics)

An introduction to the fundamental principles of macroeconomic analysis. The basic principles relating to aggregate supply and demand; the determination of national income, employment and price level; money and banking; monetary and fiscal policies; and alternative economic systems are studied.

#### Computers and Information Technology

Introduction to computer systems. Topics include integrated office applications, hardware, software, Internet, and the rights and responsibilities of computer users.

### College Algebra

Topics include functions and graphs, systems of equations and inequalities and analytic geometry. Designed for students who plan continued study in college mathematics.

### General Economics II (Microeconomics)

An introduction to the fundamental principles of microeconomic analysis. The basic principles relating to the decision-making by the individual household and the individual firm under different market structures, the allocation of society's resources and international trade and balance of payments are studied.

### Accounting I

A beginning course in the principles and theory of accounting.

### Accounting II

A continuation of Accounting I, with the partnership and corporation as forms of business organizations emphasized.

### Business Law I

Fundamental principles of law in relation to the legal environment of business, including procedure and evidence, business ethics, court systems, contracts, torts, administrative law and constitutional law.

### Fundamentals of Business Finance

A study of the financial structure of corporations, principles and techniques used in financial analysis and decision-making.

### Management Information Systems

A study of business systems and their relationship with computer systems. The interaction of various systems of the organization and computer technology is emphasized.

## MANAGEMENT

### Managerial Communication

Designed to acquaint student with current knowledge and emerging trends in managerial communication. Emphasis on developing and improving business writing (letters, memoranda, reports) and oral presentation skills, understanding the importance of communication in organizations, developing skills needed in the job search and learning how to match specific communicative styles to various situations. The student must complete 40 hours before enrolling in this course.

### Principles of Management

An introduction to the field of management designed to give a basic understanding of the principles, concepts and functions of management within that social system called the information era. Successful management is dependent on fostering responsible and autonomous behavior, as authoritarian structures are being replaced by democratic processes evolving within modern organizations. Thus, successful management is studied as the processes and behavior of participative management.

### Human Resource Management

A study of objectives, functions and organization of typical human resource management, emphasizing job analysis, selection and placement; education and training; safety and health; employee service; administration of wages and benefits; labor legislation; and personnel research.

### Operations Management

A study of the several areas of primary concern to the production manager including layout, work measurement, wage incentives, inventory control and quality control. The use of both qualitative and quantitative tools to aid in decision-making will be introduced.

### Organizational Behavior and Theory

The application of principles and concepts of the behavioral sciences and total quality management to the interpersonal relationships found within modern organizations. As quality management practices replace authoritarian structures with more democratic processes, a need to stress continuous improvement, self-regulation of work content and structure within a job, self-evaluation of performance, self-adjustment in response to work system variability, and participation in the setting of job goals or objectives are seen as the key to effective managerial behavior.

### Entrepreneurship

A course designed to aid the prospective small business owner in deciding whether or not to start a service or retail business, become aware of the pitfalls and failure, and understand how various decisions in business might be made to increase chances of success. The small business will be compared and contrasted with the larger corporation on several topics.

### Negotiations

A study of the theoretical and practical perspectives of the various negotiation process strategies and tactics found in the contemporary business and social setting. Emphasis will be placed on the preparation element of the negotiation process, distributive and integrative negotiation techniques, along with developing negotiation styles, relational trust building, power, persuasion and ethics, creativity and problem-solving in negotiations, multi-party and multi-cultural negotiations.

### Special Topics in Business

Provides concentrated study on a special topic in one of the areas in the Melvin D. and Valorie G. Booth College of Business and Professional Studies. Topics will vary.

### Business and Society

Economic, social, technological and ethical problems facing American business and its leaders in the 21st century.

**Intern in Management**

Students with junior or senior standing, with the permission of the chairperson, may enroll in an intern program with an approved business concern.

**Organizational Policy and Decision-Making**

A course designed to give students the opportunity to integrate information from the functional areas of an organization in the formation and implementation of policy decisions. Computer simulations will also be utilized to simulate organizational decision-making.

**Independent Study in Management**

A course to provide students with an opportunity to study a particular problem or pursue an independent reading program. Must have permission of chairperson.

**Multinational Management**

A course to provide an understanding of the operations of multinational corporations. It will concentrate on the decision-making process as related to the planning, organizing and controlling of multinational operations. Specifically, this includes differences in operation overseas, political risks, international finance, trade and trade barriers, joint ventures, partnerships and human resource planning.

**Employment Strategy**

A study of strategies in the employment seeking process. Topics include resumes, letters of application, interviewing, networking and research techniques.

**MARKETING****Principles of Marketing**

The study of determination and satisfaction of consumer wants or needs from a managerial perspective. Elements of this process include market research, demand analysis, product development, pricing, promotion and distribution.

**Retailing**

A strategic approach to retailing which concentrates on planning to meet the objectives of the retail concept. Specifically this includes planning and organizing the retail firm, planning and managing merchandise, on-line retailing, understanding and communicating with the consumer, choosing a store location, developing store personnel, pricing retail merchandise and integrating and controlling the retail strategy.

**Promotion**

A study of that element of the marketing mix that relates to persuasive communication with prospective stakeholders of the firm. Specifically this includes an analysis of advertising, personal selling, publicity, direct marketing, Internet marketing and sales promotion.

**Consumer Behavior**

An interdisciplinary behavioral approach to understanding the consumer. Consideration is given to consumer psychological, sociological and cultural processes as they relate to the development of marketing strategies.

**Sales and Sales Management**

A study in the art of selling and the sales process in addition to the managerial aspects of sales management such as planning, organizing, staffing and supervising the sales effort.

**Logistics Management**

An analysis of the physical distribution function in marketing with emphasis on channel structure and relationships, transportation, inventory analysis, warehousing, communication and information flow, and facility analysis as elements of an integrated system.

**Marketing Research**

An analysis of the various methods and techniques available for collection and interpretation of data as they apply to marketing research.

**Marketing Management**

The major areas of marketing are examined from the viewpoint of the marketing executive. Emphasis is given to consumer analysis, market research, product planning, channels of distribution, promotion, pricing and the integration of the above in the development of the total marketing program. Requires a major team project, requiring comprehensive marketing analysis.

**Intern in Marketing**

Students with junior or senior standing with the permission of the chairperson may enroll in an intern program with an approved business concern.

**International Business**

A course on the myths, misconceptions and misinformation prevailing in International Business, especially in the areas that affect us most—protectionism vs. free trade, balance of payments, deficits and surpluses, the European Union, WTO, problems unique to developing countries, changing trade patterns and reasons why, floating vs. fixed monetary systems, cultural differences and multinationals.

**Independent Study in Marketing**

A course to provide students with an opportunity to study a particular problem or pursue an independent reading program or research program in marketing. Must have permission of chairperson.

**Business Study Abroad**

Courses taken in a foreign country, which encompass a wide variety of business concepts and applications. May include internships taken abroad and special independent study projects. The number of hours assigned will be determined by the student's advisor and the department chair, based upon the rigor and length of the course or extent of the internship.

## CAREER OPPORTUNITIES

### BUSINESS MANAGEMENT

The world is changing at an unbelievable pace and the rules of business are constantly in flux. We can help you achieve success in this volatile environment with a degree in Business Management. Some of the many job/career possibilities include:

- Facilities management
- Financial management
- Health care administration
- Insurance administration
- Non-profit organization management
- Production management
- Property and real estate management
- Public administration
- Purchasing management
- Retail managers
- Service managers — hotels, food service, personal services, amusement, recreation
- Transportation management

### INTERNATIONAL BUSINESS

The forces of globalization, privatization and liberalization are remaking the world of business and a major in International Business can help you navigate this new world. As Tom Friedman writes in his bestseller "The Lexus and the Olive Tree," "Think of participating in the global economy today like driving a Formula One racecar, which gets faster and faster every year." In such a global economy, you want every advantage you can get. A major in International Business can be just the fast start you need.

Here are some of the places our graduates are working:

- Federal Reserve
- Federal Trade Commission
- Peace Corps
- Scarborough International
- travel agencies

## MARKETING

As a Northwest marketing graduate, you will find employment opportunities in a variety of settings. Our marketing majors have the skills needed to prepare them for a successful professional life. Here are some of the places our graduates are working:

- Bernstein-Rein Advertising
- Cerner
- Dillard's
- Hallmark
- Johnson & Johnson
- Walmart
- Whirlpool Corporation

Marketing offers a highly visible and innovative career. As businesses increasingly embrace a customer orientation, requiring full-time marketing managers, the demand for a marketing background continues to grow. Among others, a Northwest marketing major is prepared for careers involving the following:

- Advertising
- Industrial purchasing
- Management training
- Marketing research
- Personal selling
- Product management
- Retail management
- Sales management

## INTERNSHIP OPPORTUNITIES

Experience in internships is becoming increasingly important to recent college graduates in their job searches. The Marketing and Management Department has varying internship opportunities locally, regionally, nationally and internationally. Internships offer valuable work experience that can contribute to your career and intellectual development, as well as personal and social growth and awareness.

Northwest students have participated in internships with the following companies, to name a few:

- Bearcat Sports Marketing
- Boehringer Ingelheim
- DBS Bank Singapore
- Department of Commerce
- Dillard's
- Enterprise
- Federal Reserve Bank of Kansas City
- Ford Motor Company
- Hershey Corporation
- Kansas City Chiefs
- Kansas City Wizards
- Kawasaki Motors
- Kmart
- McDonald's
- Nebraska Furniture Mart
- Northwestern Mutual Financial Network
- Omaha Public Power District
- St. Francis Hospital and Health Services
- Starlight Theatre
- State Farm Insurance
- Target
- Walt Disney World - Florida
- Wells Fargo Bank
- Wilks Broadcasting Group

## STUDY ABROAD

When Northwest confers International Business degrees, it means more than what students have gained from the quality instruction here — it means they have lived and studied abroad. Businesses increasingly prefer to see real-world experience on employment applications, so a study abroad program through Northwest is a real plus when job hunting. Our students, having experienced the Study Abroad Programs, also graduate with a new and different world view. They can never thereafter be closed to new ideas and different people and traditions. It's a competitive edge for the rest of their lives.

Regardless of major, students can earn course credit for study abroad in a number of locations. Northwest has direct agreements with Korea, Mexico, Belgium, France, Sweden, Finland, Germany, England, the Netherlands and Japan. But these countries don't exhaust the possibilities of where you might choose to study. Students normally study abroad during their junior year and the experience almost always involves travel in the surrounding area. They learn firsthand about differences in everything from manners to economic realities.

## STUDENT ORGANIZATIONS

### American Marketing Association

American Marketing Association (AMA) helps their members obtain a greater understanding and appreciation of marketing skills. To fulfill these goals, speakers from various businesses come to educate members and several field trips for tours and seminars are arranged. AMA meets every other Thursday with annual dues of \$40. With paid membership, students receive Marketing News monthly.

### Delta Epsilon Chi

Delta Epsilon Chi is an international organization for college students preparing for careers in marketing, management, entrepreneurship, advertising, sales, financial services, e-commerce and other business-related areas. Activities promoted by Delta Epsilon Chi integrate with, and enhance, the student's college curriculum. In addition, the organization's close ties with the business community provide both opportunities for students and an appreciation for the American free enterprise system.

### Delta Mu Delta

Delta Mu Delta (DMD) is the national honor society in business administration. The purposes of DMD are to promote higher scholarship in training for business and to recognize and reward scholastic attainment in business subjects. To be eligible for membership, members should be of junior standing and in the upper 20 percent of their class.

### Phi Beta Lambda

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is the oldest and largest national organization for students preparing for careers in business leadership. FBLA-PBL prepares students for "real world" professional experiences. Members gain the competitive edge for college and career successes.

### Pi Beta Alpha

Pi Beta Alpha is a business club that welcomes all business majors. The group has seven or eight guest speakers each year, takes tours of local and Kansas City businesses and sponsors social events.

## Students in Free Enterprise (SIFE)

The purpose of SIFE is student community service outreach to educate students (K-12) on the principles of entrepreneurship, free enterprise and market economies.

## UNDERGRADUATE RESEARCH

The Marketing and Management Department participates in the Undergraduate Research program sponsored by the University. Students may become involved in research projects on an individual basis or as part of a class project. Recent undertakings have covered a range of topics including a field research project for St. Francis Hospital, development of a resource manual for the Internet and feasibility studies. Students may receive research grants of up to \$500.

## MARKETING AND MANAGEMENT FACULTY

The department's commitment to quality student learning allows for regular interaction between faculty and students. Research projects build application skills, real-world case studies teach analysis and current events keep them aware of the rapidly changing world in which they live and plan to do business. The faculty at Northwest also are committed to learning through teamwork, so students learn to depend on others and to identify their talents.

## DEPARTMENT OF MARKETING AND MANAGEMENT

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