

Chapter 12 — Academic Programs and Courses Department of Management

MGMT — MANAGEMENT

Upper Division

MGMT 301 LEADERSHIP SKILLS (3-0-3)(F/S). Application of behavioral science principles and skills to the practice of leadership in a variety of contexts. Topics include team building, motivation, problem solving, negotiation, and self-management. PREREQ: BUSCOM 201 or ENGL 202.

MGMT 334 INTERNATIONAL MANAGEMENT (3-0-3)(S). The course addresses issues of managing multinational corporations, both American firms overseas and non-American firms in the U.S. Specifically, the course provides insights into structure, human resource management practices, managing motivation, communication, staffing and related issues PREREQ: MGMT 301.

MGMT 401 ORGANIZATIONAL BEHAVIOR (3-0-3). Emphasis on action skills useful for managers. Topics include managing of self, communicating, motivating, innovating, managing a group, use of formal and social power, persuading, and dealing with uncertainty. PREREQ: MGMT 301.

MGMT 405 MANAGEMENT OF CONTINUOUS LEARNING (3-0-3)(F/S). This course examines how managers can facilitate organizational, team, and individual learning. It reviews the organizational and managerial innovations needed to support quality management and customer satisfaction. It will draw upon a variety of disciplines, including: learning theory, Japanese management, socio-technical systems theory, and social psychology of group problem-solving. Special emphasis will be placed on skills in developing effective teams. PREREQ: MGMT 301.

MGMT 410 ADVANCED MANAGEMENT TOPICS (3-0-3)(F/S). An advanced study of a major topic in management. Example topics: self-management, motivation and work, management of technology, e-commerce, organizational theory, and organizational change. May be repeated once for credit. PREREQ: MGMT 301.

MGMT 415 THE ART OF BARGAINING IN BUSINESS (3-0-3)(Offered on-demand). A conceptual and practical survey of the theory and practice of bargaining and its central role in managing business. Bargaining strategies and tactics are examined through use of readings, lecture, and simulated bargaining situations. PREREQ: MGMT 301 and Junior standing or PERM/INST.

MGMT 493 INTERNSHIP (number of credits varies). Internship credits are earned in supervised field work specifically related to a students major. To enroll in 493, a student must have attained a cumulative grade-point average of 2.00 or higher. No more than 12 internship credits may be used to meet university graduation requirements. PREREQ: PERM/INST.

MGMT-ENT — MANAGEMENT - ENTREPRENEURIAL

Upper Division

MGMT-ENT 320 ENTREPRENEURIAL SKILLS (3-0-3)(F). Covers opportunity recognition, feasibility planning, family business considerations, cash flow planning, written and oral presentation of feasibility plans, and marketing, accounting, legal and human resource issues for start-up businesses. PREREQ: Junior status or PERM/INST.

MGMT-ENT 418 MANAGING AN EMERGING BUSINESS (3-0-3)(F). Study of problems encountered by newer business organizations. Covers planning to achieve growth, organizational and legal issues, financial statement analysis, cash flow analysis, financing tactics, and marketing and sales strategies. PREREQ: FINAN 303, MGMT 301, MGMT 320, MKTG 301.

MGMT-ENT 419 NEW VENTURE CREATION (3-0-3)(S). This capstone course for entrepreneurship students integrates material from earlier courses. Each student will develop a comprehensive business plan. PREREQ: CIS 310, FINAN 410, MGMT 418, and OPERMGT 345.

MGMT-HR — MANAGEMENT - HUMAN RESOURCE

Upper Division

MGMT-HR 305 HUMAN RESOURCE MANAGEMENT (3-0-3)(F/S). Overview and application of the major human resource management functions: selection and placement, compensation and benefits, training and development, employee and labor relations, health, safety, and security, and management practices. Legal, motivational, and international issues are included. PREREQ: ENGL 102 and GENBUS 202.

MGMT-HR 330 HUMAN RESOURCE LAW (3-0-3)(F). The general principles of the law and the effective application of these principles. Such issues as organizing campaigns, unfair labor practices, picketing, work stoppages, and the mechanism of conflict resolution are discussed. PREREQ: ENGL 102 and GENBUS 202.

MGMT-HR 340 EMPLOYEE AND LABOR RELATIONS (3-0-3)(F/S). History, structure, policies, and operations of labor unions, the functioning of industrial relations activities within organizations, and important concepts and terminology in labor management relations. Contract administration is emphasized with a focus on the day-to-day relationships. International comparisons are made. PREREQ: ENGL 102 and GENBUS 202.

MGMT-HR 406 COMPENSATION AND BENEFITS (3-0-3)(F/S). Implementation, administration, maintenance, and control of a comprehensive compensation program. Job analysis, job evaluation, pricing of jobs, supplemental benefits, incentive plans, performance appraisal, variable pay, and international compensation issues are included. PREREQ: MGMT 305 or PERM/INST.

MGMT-HR 408 EMPLOYEE STAFFING AND TRAINING (3-0-3)(F/S). Current trends in selection and training, measurement of individual differences for decision making in hiring, promoting, training, and dismissal; evaluation of HRM processes and systems; formal and informal training program design; and evaluation of training effectiveness. PREREQ: MGMT 305.

Department of Marketing and Finance

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Chair and Professor: Harry White. *Professors:* Barney, Frankle, Lincoln, McCain, Ray, Schooley. *Associate Professors:* Maher, Sarin, Segó, Smith. *Assistant Professors:* Harvey, MacDonald.

Degrees Offered

- B.B.A., B.A., B.S., in Accountancy and Finance (See Department of Accountancy.)
- B.B.A., B.A., B.S., and Minor in Finance
- B.B.A., B.A., B.S., and Minor in Marketing

Department Statement

The Department of Marketing and Finance offers courses leading to undergraduate degrees in either marketing or finance. Finance majors may choose a general program of study or concentrate course selections in investment and portfolio management, corporate finance, or financial institutions. Marketing majors may choose a general program of study or concentrate their studies in an area such as high-tech marketing, promotion, professional selling, international marketing, or marketing strategy. Students not majoring in marketing or finance may be interested in enrolling in department offerings such as personal finance, real estate, customer satisfaction, or professional selling. Also available is a dual Accounting/Finance degree that simplifies the requirements and avoids overlap compared to degrees in both Accounting and Finance.

The goal of the department is to prepare students for careers in the business world or for graduate school by helping them develop fundamental skills in finance and marketing. The curriculum for both majors addresses current business trends and the developing global economy through such courses as International Finance, International Marketing, and special topics courses which vary each semester. Students gain practical experience through internships at local companies and case studies in both marketing and finance courses. These activities teach students to identify and solve business problems in today's rapidly changing business environment.

Degree Requirements

The finance curriculum is designed with major emphasis in the three areas of finance: corporate finance, investment and portfolio management, and financial institutions and markets. Students can select a general program or may concentrate course selection around the broad areas of finance. The course offerings are preparation for financial decision making using accounting and market information within a framework of economic theory. A major in the area of finance prepares students to deal with a wide range of financial situations, including those that concern businesses, individuals, and government.

Finance Bachelor of Business Administration	
Course Number and Title	Credits
ENGL 101-102 English Composition	6
Area I — see page 40 for list of approved courses	
Area I core courses	6
Area II — see page 41 for list of approved courses	
COMM 101 Fundamentals of Speech Communication	3
ECON 201 Principles of Macroeconomics	3
ECON 202 Principles of Microeconomics	3
Area II core course in any field except Economics	3

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Chapter 12 — Academic Programs and Courses Department of Marketing and Finance

Finance, Bachelor of Business Administration (continued)	
Area III — see page 41 for list of approved courses	
Area III core course - (MATH 143 or MATH 147)	3-5
Area III core course - (MATH 160 or MATH 170)	4
Area III core course in a lab science	4
Nonbusiness courses: Must include courses in at least two of the three following disciplines: Arts and Humanities (art, foreign language, humanities, literature, music, philosophy, theatre arts); Social Sciences (anthropology, communication, criminal justice administration, education, geography, history, political science, psychology, social work, sociology); Natural Sciences and Mathematics (biological sciences, physical sciences, mathematics). No more than 3 credits may be fitness activity courses. 299 telecourses are excluded. The total of Area III and nonbusiness electives must be at least 31 credits.	18-20
ACCT 205 Introduction to Financial Accounting	3
ACCT 206 Introduction to Managerial Accounting	3
ACCT 304 Intermediate Accounting	3
ACCT 350 Analysis, Design, and Audit of Accounting Information Systems	3
BUSCOM 201 Business Communications	3
BUSSTAT 207-208 Statistical Techniques for Decision Making I & II	6
ECON 303 Intermediate Microeconomics	3
*FINAN 303 Principles of Finance	3
FINAN 304 Spreadsheets and Data Bases	1
FINAN 410 Working Capital Management	3
FINAN 411 Capital Budgeting and Planning	3
FINAN 420 Management of Financial Institutions	3
FINAN 440 Financial Modeling	3
FINAN 450 Investment Management	3
FINAN 451 Frontiers in Financial Markets	3
GENBUS 202 The Legal Environment of Business	3
GENBUS 450 Business Policies	3
*MGMT 301 Leadership Skills	3
*MKTG 301 Principles of Marketing	3
*OPERMGT 345 Principles of Operations Management	3
Major elective chosen from upper-division finance, accounting, or economics. If the elective is chosen from upper-division accounting or economics, faculty advisor approval is required and written verification of the approval must be sent to the Graduation Evaluators in the Registrar's Office.	3
**Electives to total 128 credits	9
Total	128
<small>NOTES: *Must be completed with grades of 'C' or higher before taking GENBUS 450. **Please refer to the B.B.A., B.A., or B.S. requirements in Chapter 11 for explanation. Upper-division majors are assumed to have basic database, spreadsheet, and word processing skills. Students lacking these skills should take CIS 104, 105, 106.</small>	

Students pursuing a degree from the College of Business and Economics may earn a minor in finance by satisfying the requirements listed below (in addition to the requirements of their major).

Finance Minor	
Course Number and Title	Credits
FINAN 303 Principles of Finance	3
FINAN 410 Working Capital Management	3
FINAN 411 Capital Budgeting and Planning	3
FINAN 450 Investment Management	3
Any two of the following:	6
FINAN 420 Management of Financial Institutions	
FINAN 430 International Finance	
FINAN 440 Financial Modeling	
FINAN 451 Frontiers in Financial Markets	
Total	18

An Accountancy/Finance major is a powerful integrative program that overcomes the artificial distinctions between the disciplines and addresses the fact that finance and accounting have become increasingly intertwined in the business world. Compared to a double major in Accountancy and Finance, this

major streamlines requirements to avoid overlap in the two majors; and students will be able to graduate with the required minimum of 128 credits.

Combined Major, Accountancy and Finance
The combined major is designed for students who seek positions in business that have combined accountancy and finance managerial responsibilities. It offers an opportunity to combine courses in complementary subject areas. See the Department of Accountancy listing in this catalog for specific requirements.

The marketing curriculum is designed to provide students with a comprehensive background in marketing while still providing flexibility to adapt to individual and career goals. Therefore, the major requirements allow a student to choose from an array of courses. The course work stresses practical applications of marketing concepts through cooperative programs with the local business community. The marketing program is designed to prepare students for a variety of career positions, including new product development, industrial sales, advertising, and marketing research.

Marketing Bachelor of Business Administration	
Course Number and Title	Credits
ENGL 101-102 English Composition	6
Area I — see page 40 for list of approved courses	
Area I core courses	6
Area II — see page 41 for list of approved courses	
COMM 101 Fundamentals of Speech Communication	3
ECON 201 Principles of Macroeconomics	3
ECON 202 Principles of Microeconomics	3
PSYC 101 General Psychology	3
Area III — see page 41 for list of approved courses	
Area III core course - (MATH 143 or MATH 147)	3-5
Area III core course - (MATH 160 or MATH 170)	4
Area III core course in a lab science	4
Nonbusiness courses: UNIV 106 Library Skills	1
Must include courses in at least two of the three following disciplines: Arts and Humanities (art, foreign language, humanities, literature, music, philosophy, theatre arts); Social Sciences (anthropology, communication, criminal justice administration, education, geography, history, political science, psychology, social work, sociology); Natural Sciences and Mathematics (biological sciences, physical sciences, mathematics) No more than 3 credits may be fitness activity courses. 299 telecourses are excluded. The total of Area III and nonbusiness electives must be at least 31 credits.	17-19
ACCT 205 Introduction to Financial Accounting	3
ACCT 206 Introduction to Managerial Accounting	3
BUSCOM 201 Business Communications	3
BUSSTAT 207-208 Statistical Techniques for Decision Making I & II	6
CIS 310 Introduction to Management Information Systems	3
ECON 303 Intermediate Microeconomics	3
*FINAN 303 Principles of Finance	3
GENBUS 202 The Legal Environment of Business	3
GENBUS 450 Business Policies	3
*MGMT 301 Leadership Skills	3
*MKTG 301 Principles of Marketing	3
MKTG 306 Marketing Communications	3
MKTG 307 Customer Behavior	3
MKTG 321 Professional Selling	3
MKTG 415 International Marketing Research	3
MKTG 420 Marketing Management	3

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Chapter 12 — Academic Programs and Courses Department of Marketing and Finance

Marketing, Bachelor of Business Administration (continued)	
*OPERMGT 345 Principles of Operations Management	3
Upper-division Marketing electives A maximum of 3 internship credits are allowed.	12
**Electives to total 128 credits	7
Total	128
NOTES: *Must be completed with grades of 'C' or higher before taking GENBUS 450. **Please refer to the B.B.A., B.A., or B.S. requirements in Chapter 11 for explanation. Upper-division majors are assumed to have basic database, spreadsheet, and word processing skills. Students lacking these skills should take CIS 104, 105, 106.	

Students may earn a minor in marketing by satisfying the requirements listed below (in addition to the requirements of their major).

Marketing Minor	
Course Number and Title	Credits
*MKTG 301 Principles of Marketing	3
MKTG 306 Marketing Communications	3
MKTG 307 Customer Behavior	3
MKTG 321 Professional Selling	3
MKTG 420 Marketing Management	3
*Note: BUSCOM 201 or ENGL 202, ACCT 205 and ECON 202 are prerequisites for this course.	
Any other upper-division marketing course	3
Total	18

Course Offerings

Upper-division courses in the department of marketing and finance (those with a course number 300 or higher) provide higher-level instruction to students who have the skills necessary to perform at this level. In addition to fulfilling the specific prerequisites listed and meeting the general university requirements for junior standing, every student admitted to a course is expected to communicate clearly and correctly so that assignments such as term papers and presentations can be completed effectively, to organize and solve problems using the techniques of intermediate level high school algebra, to use a microcomputer for simple word processing and spreadsheet applications.

See page 53 for a definition of the course-numbering system.

BUSCOM — BUSINESS COMMUNICATION

Lower Division

BUSCOM 201 BUSINESS COMMUNICATION(3-0-3)(F/S). Effectiveness and correctness of writing and psychology of letter and report writing stressed through the preparation of a variety of business correspondence. Specific writing problems used in conjunction with various cases with realistic opportunities to develop writing skills following a designated style. Oral presentation skills included. PREREQ: ENGL 102.

Upper Division

BUSCOM 338 TECHNICAL WRITING FOR BUSINESS (3-0-3)(S). A study and application of the principles and logic of effective writing in the preparation of business reports and technical papers. Specific as well as general instruction in the gathering and interpreting of data, organizing of information, and writing of the final report. The case study approach will be used. PREREQ: BUSCOM 201.

FINAN — FINANCE

Lower Division

FINAN 101 ORIENTATION TO BUSINESS AND FINANCE (1-0-1)(F). Introduction to the world of business and finance. Designed to survey the functional areas within business, acquaint student with career alternatives, and provide background information pertaining to the policies and programs within the College of Business and Economics.

FINAN 201 FUNDAMENTALS OF REAL ESTATE (3-0-3)(F/S). Essentials of real estate practice, listings, sales, financing, land descriptions, investments, brokerage, advertising, market analysis, and fundamentals arising from real estate transactions.

FINAN 208 PERSONAL FINANCE (3-0-3)(F/S). This course addresses the growing complexity of financial decision-making faced by the individual: how to avoid financial entanglements; installment buying; borrowing money; owning or renting a home; budgeting and money management; savings and investment alternatives; life, health, accident and auto insurance; and personal income taxes and estate planning.

FINAN 231 PRINCIPLES OF INSURANCE (3-0-3)(F/S). Fundamental legal principles involved in insurance contracts. Company practices in relation to insurance management are stressed, as is the field of regulation on both the theoretical and practical applications. All areas of insurance are covered including life, casualty, liability, and medical.

FINAN 250 PERSONAL INVESTING (3-0-3)(F/S). The basic mechanics and principles of investing are introduced to acquaint students with investment vehicles, markets, and processes. Other topics will include speculation, options, and commodities.

Upper Division

FINAN 303 PRINCIPLES OF FINANCE (3-0-3)(F/S). An introductory course focusing on financial management for business concerns. Topics include: allocation of resources for investment in short- and long-term assets, decisions with respect to debt and equity financing, and dividend policy. Lectures and reading are blended with problems and cases for class discussion. PREREQ: ACCT 206, ECON 201, ECON 202 and BUSSTAT 207.

FINAN 304 SPREADSHEETS AND DATA BASES (1-0-1)(F,S). This course focuses on applications of computer spreadsheets and data bases in financial decision making. The standard software products utilized in financial analysis are introduced, with emphasis placed on using available software to solve problems that frequently arise in finance. Applications include the development of loan amortization schedules, financial statement analysis, capital budgeting, and the valuation of financial securities. PREREQ or COREQ: FINAN 303.

FINAN 410-410G WORKING CAPITAL MANAGEMENT (3-0-3)(S). This course considers the short-term financial management of a firm. Financial analysis of past, present, and future operations is emphasized. Cash flow analysis, management of current accounts, and cost benefit analysis are stressed. Case discussions provide a merging of theoretical concepts and practical application. PREREQ: FINAN 303.

FINAN 411-411G CAPITAL BUDGETING AND PLANNING (3-0-3)(F). Acquisition and allocation of long-term sources of funds are the subject of this course. Emphasis is placed on fund raising and the problems associated with measurement and structural influences on the firm's cost of capital. Cash-flow analysis and alternative investment decision rules are examined. Cases are used for classroom discussion as a link between theory and practice. PREREQ: FINAN 303 and BUSSTAT 208.

FINAN 420-420G MANAGEMENT OF FINANCIAL INSTITUTIONS (3-0-3)(F). The interaction between financial institutions and financial markets are examined and their roles in the economy are discussed. Emphasis is placed on the changes taking place within the financial community, the effects on financial institutions in general, and commercial banking in particular. PREREQ: FINAN 303.

FINAN 430-430G INTERNATIONAL FINANCE (3-0-3)(F). Builds a strong foundation on the relationship among international financial markets. Included is exchange rate determination and parity conditions across countries. Once the foundation is built, the multinational firm is examined in this framework. Included is working capital management, capital budgeting, and cost of capital for the multinational firm. PREREQ: FINAN 303.

FINAN 440 FINANCIAL MODELING (3-0-3)(S). Provides hands-on experience using spreadsheets to solve financial problems. Concentrates on bringing classic financial theory into practical settings. Cost of capital, financial statement modeling, valuation, portfolio models and the efficient set, option pricing, and bond mathematics. PREREQ: FINAN 304.

FINAN 450-450G INVESTMENT MANAGEMENT (3-0-3)(F). Examines the U.S. securities markets from both a theoretical and a practical viewpoint. Topics include mechanics of direct investment, measurement and management of risk and return, the Efficient Market Hypothesis, Modern Portfolio Theory, the Capital Asset Pricing Model, and analysis of investment performance. Class format incorporates lecture and readings and may include guest lecturers. PREREQ: FINAN 303 and BUSSTAT 208.

FINAN 451-451G FRONTIERS IN FINANCIAL MARKETS (3-0-3)(S). Focuses on both recent and past innovations in the securities markets. Futures contracts and options and the theory of hedging, using both agricultural and financial futures contracts, options writing, and index options, are stressed. A combination of theory and practice will be sought relying on lecture, text material and journal and trade articles, and may include guest speakers. PREREQ: FINAN 303 and BUSSTAT 208.

FINAN 460 ASSET ALLOCATION AND SECURITY SELECTION (2-0-2)(F). An applied course in security selection. Students invest donated monies in stocks and mutual funds to generate a return to be used to provide scholarships and software to support the education of future finance students. Students apply tools of financial analysis to choose and manage a portfolio of stocks and mutual funds. PREREQ: FINAN 303 and PERM/INST.

FINAN 461 PORTFOLIO PERFORMANCE MEASUREMENT (2-0-2)(S). Students manage a portfolio of stocks and mutual funds to generate a return to be used to provide scholarships and software to support future generations of finance students. Students measure portfolio returns and report those returns to the Advisory Board of the College of Business and Economics. PREREQ: FINAN 460 and PERM/INST.

FINAN 498-499 SENIOR SEMINAR IN FINANCE (3-0-3)(F/S). Designed to provide an opportunity for study of a particular area of finance at an advanced level. Builds background developed in the regularly scheduled finance courses. The topics offered will be selected on the basis of their timely interest to finance students and a particular expertise of the instructor. PREREQ: FINAN 303 and PERM/INST.

MKTG — MARKETING

Lower Division

MKTG 101 CURRENT ISSUES IN MARKETING AND SOCIETY (3-0-3)(F). Introduction to basic principles of marketing in the context of social issues, current events, and popular culture. Students are exposed to and analyze contemporary marketing topics and apply concepts learned to a marketing plan project. PREREQ: Freshmen only.

Upper Division

MKTG 301 PRINCIPLES OF MARKETING (3-0-3)(F,S). Describes the methods of identifying and interpreting wants and needs of people; selecting the particular wants and needs the organization will satisfy; and determining the product, price, promotion, and place in a proper mix. PREREQ: ACCT 205, ECON 202 and BUSCOM 201 or ENGL 202.

MKTG 306 MARKETING COMMUNICATIONS (3-0-3)(S). A comprehensive approach to creating and implementing marketing communications activities, including advertising, sales promotions, event sponsorships, direct marketing, public relations, and business/store image.

Students complete a course project involving development of an actual marketing communications plan for a local business. Relevant social, cultural, and ethical issues also are emphasized. PREREQ: MKTG 301.

MKTG 307 CUSTOMER BEHAVIOR (3-0-3)(F). Concepts in and analysis of consumer and group satisfaction attributes, methods of measurement, and processes to guide decisions using this knowledge. PREREQ: MKTG 301.

MKTG 321 PROFESSIONAL SELLING (3-0-3)(F). A basic selling course providing an overview of professional selling techniques and careers in sales. Emphasis is on identifying potential customers and building customer-supplier long-term relationships. Applicable to both consumer and organizational markets.

MKTG 340 SERVICES MARKETING (3-0-3)(F). Examines the problems and strategies used in services marketing. Methods of evaluating quality in service development and delivery will be analyzed. Design and implementation of the services marketing mix will be studied through discussion, readings, and selected case analysis. PREREQ: MKTG 301.

MKTG 401 ADVERTISING AGENCY MANAGEMENT I (3-0-3)(F). Functions as a full-service advertising agency to develop a complete promotion and advertising campaign. Students develop a marketing and advertising plan complete with advertising and media objectives and strategies, comprehensive ad designs, and sales promotion plans. PREREQ: Junior standing, PERM/INST, and formal application through the department.

MKTG 402 ADVERTISING AGENCY MANAGEMENT II (3-0-3)(S). Functions as a full-service advertising agency in the latter stages of developing a complete promotion and advertising campaign for a real client. Includes a marketing and advertising plan with advertising and media objectives, strategies, comprehensive ad designs, and sales promotion plans for their client. PREREQ: MKTG 401, PERM/INST, and formal application through the department.

MKTG 415-415G INTERNATIONAL MARKETING RESEARCH (3-0-3)(F/S). Theory and the use of research for marketing decisions faced by global managers. Emphasizes planning, designing, and implementing research activities within a cross-cultural context. PREREQ: MKTG 301 and BUSSTAT 208.

MKTG 418 CUSTOMER SATISFACTION MEASUREMENT (3-0-3)(F/S). This course introduces students to the concept and process of measuring customer satisfaction. The specific issues connected with designing and implementing customer satisfaction programs will be presented. Included will be an analysis of how customer satisfaction data can be integrated into the operations of the organization. Such topics as internal and external benchmarking, survey techniques, and survey data analysis will be discussed. PREREQ: MKTG 301.

MKTG 420 MARKETING MANAGEMENT (3-0-3)(F,S). Marketing principles and theories integrated with analytical and behavioral decision processes. Emphasis on problem and opportunity recognition, marketing strategies, and planning and administering marketing programs. Consumer, industrial, institutional, and international markets are considered. PREREQ: MKTG 301 and satisfactory completion of the College of Business and Economics computer competency exam.

MKTG 421 SALES ADMINISTRATION (3-0-3)(F/S). Management of sales organizations with emphasis on selection, motivation, and supervision of salespeople. Ethics, social responsibilities, and coordination with other functional areas also considered. PREREQ: MKTG 301, MKTG 321.

MKTG 422 NEW PRODUCT DEVELOPMENT (3-0-3)(F). Basic strategies and processes used in the introduction of new products (goods and services). Includes concept generation and evaluation for production and market value. Other topics include perceptual mapping, positioning, integrated design, quality functional deployment, and test marketing. Guest speakers will discuss current applications. PREREQ: MKTG 301.

MKTG 425 MARKETING PLANNING APPLICATIONS (3-0-3)(F/S). Real world study of marketing problems. Emphasis on live marketing problem definition, situational analysis, identification and evaluation of alternative solutions, decision criteria, presentation of a "best" solution, and programmatic design to accomplish desired objectives. PREREQ: MKTG 320.

MKTG 430 INTERNATIONAL MARKETING (3-0-3)(F/S). An analysis of the creation, planning, and implementation of marketing strategies that cross national and cultural borders. PREREQ: MKTG 301.

MKTG 440 INDUSTRIAL MARKETING (3-0-3)(F/S). An analysis of activities related to the marketing of products and services to organizations including government agencies, profit and nonprofit institutions, and commercial enterprises. PREREQ: MKTG 301.

MKTG 460 INTERNET MARKETING STRATEGY (3-0-3)(S). How end consumers and business customers buy products on the Internet, how to enhance customer relationships through use of the Internet, and how the Internet fits within traditional marketing tactics such as advertising and pricing. PREREQ: MKTG 301.

MKTG 493 INTERNSHIP (number of credits varies). Internship credits are earned in supervised field work specifically related to a student's major. No more than 3 credits of internship maybe used to meet the upper-division marketing elective requirement. PREREQ: MKTG 301 and PERM/INST.

MKTG 498 SEMINAR IN CONTEMPORARY TOPICS IN MARKETING. Provides an opportunity for the study of topics of current interest in marketing. The topics will be selected based upon the interests of students and expertise of faculty. PREREQ: MKTG 301.

Department of Materials Science and Engineering

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Chair and Associate Professor: Amy J. Moll. Professor: Hampikian. Associate Professors: Knowlton, Müllner.

Degrees Offered

- Bachelor of Science in Materials Science and Engineering and Minor (B.S.M.S.E)
- Master of Engineering in Materials Science and Engineering (M.Engr.) (See the *BSU Graduate Catalog*)
- Master of Science in Materials Science and Engineering (M.S.) (See the *BSU Graduate Catalog*)

Department Statement

A fundamental understanding of how properties, structure, processing and performance of materials are interrelated is an essential aspect of engineering education. Understanding how these materials properties can be altered, or how the properties change in different applications and environments, is a critical focus for all engineering disciplines. The Materials Science and Engineering program focuses on the fundamental aspects for the technical classes of materials including metals, ceramics, polymers, electronic materials, biomaterials, nanomaterials, and composites. Laboratory emphasis is placed on the measurement and characterization of these materials systems, providing hands-on experience with various process operations typical in the materials fabrication industry.

The study of materials properties has held fascination with scientists for many years. However, it is in the application of materials to product design and manufacturing where economic growth is realized. In today's technology focused environment, the engineer and scientist work to modify materials to optimize performance, reduce cost, and to develop materials with a greater range of capabilities.

Materials Science and Engineering B.S.C.E.	
Course Number and Title	Credits
ENGL 101-102 English Composition	6
Area I — see page 40 for list of approved courses	
Area I core course in one field	3
Area I core course in a second field	3
Area II — see page 41 for list of approved courses	
COMM 101 Fundamentals of Speech Communication	3
Area II core course in a second field	3
*Area I-II Depth Elective	
Area I core course in a third field AND an elective depth course** which is a second course in an Area II field that has been approved by the student's advisor, not necessarily from the list of core courses OR	6
Area II core course in a third field AND an elective depth course** which is a second course in an Area I field that has been approved by the student's advisor, not necessarily from the list of core courses.	
Area III	
Area III requirements are automatically met by specific courses included in the major requirements below.	
CHEM 111-112 General Chemistry	9
COMPSCI 115 Introduction to C OR COMPSCI 117 Introduction to C++ OR COMPSCI 119 Introduction to JAVA	2-3
ENGL 202 Technical Communication	3

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