tions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**438-3 Sales Management.** Analysis of the sales effort within the marketing system. Philosophies, concepts and judgment criteria of the sales function in relation to the total marketing program. Emphasis on the integration of computer-and Internet-based technologies in the strategic development and operations of the sales force. Prerequisite: MKTG 304 and MGMT 304 with grades of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**439-3 Business to Business Marketing.** Analysis of emerging structures in resource acquisitions, product and service processing and fabrications, channel flow and customer profiling and servicing. Emphasis is on the determination of what constitutes the basis for strategic alliances, partnerships, downsizing and other structural changes designed to make business to business firms more competitive in the present age of instant communication and e-commerce options. Prerequisite: MKTG 304 and MKTG 329 with grades of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**452-3 Physical Distribution Management.** Integration of physical distribution activities of the firm into a system. Transportation and location as elements of the system. Inventories and service as constraints upon the system. Planning, operation, organization and management of the system. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**463-3 Advertising Management.** Deals with advertising from the viewpoint of business management. Discussion of integrated marketing communication and problems of integrating advertising strategy into the firm’s total marketing program. Course discusses the role of advertising in different business environments such as technology driven markets and electronic commerce. Prerequisite: MKTG 304 and 363 with grades of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**489-3 Services Marketing.** An exploration of the special challenges of services marketing, including analyzing and developing solutions for new service design and innovation; branding and selling services; service quality and customer satisfaction; infusion of services into manufacturing industries; service delivery and distribution including through intermediaries and electronic channels; self-service technology and smart services; pricing and ROI of services; and service failure and recovery. Prerequisite: 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**490-3 Marketing Evaluation and Metrics.** The course teaches mathematical tools to aid in the decision-making that occurs in many if not most marketing positions. Students will apply basic economic, financial, and accounting techniques to solve marketing problems. Prerequisite: MKTG 304 with a grade of C or better, MATH 139, ACCT 220 & 230, FIN 330, ACCT/FIN/ MGMT 208, MGMT 345. Restricted to College of Business majors or minors, junior standing or higher.

**493-3 Marketing Strategy.** Integrates all marketing concepts discussed in core required marketing courses. The course is aimed at developing the student’s ability to think comprehensively, and to apply marketing concepts in traditional and e-commerce business environments through analysis of strategic marketing problems. Prerequisite: MKTG 305, 329, 363 and 390 with grades of C or better. Restrictions: Marketing major or departmental approval required.

**496-3 Field Seminar in International Business.** Coursework and field study related to international business issues. Students will complete coursework on campus and then travel to international locations (e.g., Europe, Asia, or South America) for scheduled business visits with companies operating in those locations (both international and domestic businesses). Students will also complete additional report writing upon return from their international trip. Fees: package cost for air transportation, land travel in and between countries, lodging, and some meals, in addition to tuition and on-campus costs. Prerequisites: MKTG 304. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**497-3 to 9 (3,3,3) Special Topics in Marketing.** An exploration of selected current topics in marketing with an emphasis on covering a specific area in great depth. Topics are announced in advance; both students and faculty may suggest ideas. Students may repeat enrollment in the course as the topic varies. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; Special approval needed from the department.

**Center for the Study of Crime, Delinquency, and Corrections**

(See Criminology and Criminal Justice for program description)