

# 182 / Management, Management Technology

## Sophomore Year

### 1st Semester

Acct 201	Principles of Financial Accounting	3
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Econ 201 Principles of Econ-Macro]	3
CORE	[Hist 110 American History]	3
CORE	[Kine 101 Physical Activity]	1
		<b>15</b>

### 2nd Semester

Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 U.S. History 1877-Present]	3
CORE	[PSc 120 Gov't: U.S./Sta/Loc]	3
		<b>15</b>

## Junior Year

### 1st Semester

GB 321	Business Statistics I	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
MM 350	Fundamentals of Organizational Management (WI)	3
MM 337	Management Information Systems	3
		<b>15</b>

### 2nd Semester

Econ 350	Financial Management	3
MM 300	Principles of Marketing	3
MM 352	Human Resource Management	3
	Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	3
Elective		3
		<b>15</b>

## Senior Year

### 1st Semester

MM 431	Operations Management	3
MM 441	Organizational Behavior	3
CORE	[International Cultural Studies] (IB 310 strongly recommended)	3
CORE	[Humanities & Fine Arts Elective] (See Core requirements, p. 34)	3
Electives		6
		<b>18</b>

### 2nd Semester

	Advanced Elective (MM 354, 410, 411, 412, GB 405, or IB 410)	3
MM 452	Strategic Management (WI)	3
GB 490	Career Portfolio Development	1
Electives		8
		<b>15</b>

[Department Recommendations]

### For additional information contact:

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# MANAGEMENT TECHNOLOGY

Plaster Hall 302, 417.625.9319

## Bachelor of Science in Management Technology with an Emphasis in General Business

The B.S. in management technology major course of study is for students who have already received an associate degree in a technical field or other technical preparation approved by the adviser and school dean and who desire to obtain the necessary business skills to become technical supervisors or first-line managers. Students must apply for admission to the program in the first semester of the Junior Year.

### General Business Emphasis

Semester Hours

#### Two Year Associate Degree

Core Curriculum (p. 34) 51\* . . . . . 48

Required Business Classes: . . . . . 36

Acct 201	Principles of Financial Accounting	3
Acct 202	Principles of Managerial Accounting	3
Econ 201	Principles of Economics-Macro	3
Econ 202	Principles of Economics-Micro	3
MM 237	Using Information Systems	3
GB 301	Legal Environment of Business I	3
GB 320	Business Communication (WI)	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 350	Fundamentals of Organizational Management (WI)	3
Econ 350	Financial Management	3
MM 452	Strategic Management (WI)	3

Five additional courses selected from: . . . . . 15

Acct 350	Financial Statement Analysis	
Acct 309	Accounting Information Systems	
Econ 401	Microeconomic Analysis	
GB 302	Legal Environment of Business II	
GB 322	Business Statistics II	
GB 405	Statistical Quality Control	
MM 337	Management Information Systems	
MM 352	Human Resource Management	
MM 354	Quality Management	
MM 405	Internet Marketing	
MM 411	Labor & Employment Law	
MM 431	Operations Management	
MM 441	Organizational Behavior	
MM 450	Psychology of Human Resource Management	

Electives (Associate degree hours) . . . . . 25

**124**

\*Required course in economics satisfies major requirement and three hours of Core Curriculum.

Students who have already received an associate's degree in a technical field may have their degree and/or courses sub-

stituted for relevant degree requirements with the approval of the Dean of the Robert W. Plaster School of Business Administration.

**For additional information contact:**

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**Faculty** Block - Head, Buzzard, Cragin, Gray, Huntington, Kleindl

**Mission**

The mission of the Department of Marketing at Missouri Southern State University is to provide students with a superior education. Faculty combine effective teaching with scholarship and professional service and strive to provide students with business competencies that prepare them for leadership positions in a diverse, global, and competitive economy.

The B.S.B.A. marketing major course of study is intended to prepare graduates for positions in personal selling, product and services marketing, promotions, consumer behavior, marketing and sales analysis, retailing, and supply chain logistics.

**Bachelor of Science in Business Administration with an Emphasis in Marketing**

	<b>Semester Hours</b>
<b>Core Requirements (p. 34) 51*</b>	<b>48</b>
<b>Business Core (p. 165)</b>	<b>41</b>
<b>Marketing Emphasis</b>	<b>9</b>
MM 412 Marketing Management	3
MM 432 Consumer Behavior	3
MM 470 Marketing Research	3
<b>Choose three [optional classes]</b>	<b>9</b>
MM 312 Retailing	3
MM 321 Professional Strategic Selling	3
MM 340 Principles of Transportation	3
MM 345 Business Logistics	3
MM 360 Supply Chain Management	3
MM 401 Promotional Strategy	3
MM 405 Internet Marketing	3
MM 436 Services Marketing	3
IB 400 International Marketing	3
IB 460 Global Supply Chain Management	3
<b>Electives</b>	<b>17</b>
	<b>124</b>

\*Required course in economics satisfies major requirement and three hours of Core Curriculum.

**Minor in Marketing**

**(Non-B.S.B.A. degree candidates)**

**Required:**

Econ 180 American Economic System . . . . .3

**Choose one:** . . . . .3

Acct 201 Principles of Financial Accounting

GB 320 Business Communication (WI)

GB 321 Business Statistics I

MM 350 Fundamentals of Organizational Management (WI)

**Required:**

MM 300 Principles of Marketing . . . . .3

**Choose four:** . . . . .12

MM 312 Retailing

MM 321 Professional Strategic Selling

MM 340 Principles of Transportation

MM 345 Business Logistics

MM 401 Promotional Strategy

MM 405 Internet Marketing

MM 412 Marketing Management

MM 432 Consumer Behavior

MM 436 Service Marketing

MM 470 Marketing Research

IB 400 International Marketing

**Total for Minor (Marketing)** . . . . .21

**Minor in E-Business**

**(B.S.B.A. degree candidates)**

**Required:**

CIS 315 Computer Networks I . . . . .3

MM 405 Internet Marketing . . . . .3

MM 498 Advanced Topics in Marketing/Management . . . . .3

**Choose three:** . . . . .9

MM 337 Management Information Systems

MM 340 Principles of Transportation

MM 345 Business Logistics

MM 401 Promotional Strategy

MM 470 Marketing Research

Acct 309 Accounting Information Systems

**Total for Minor (E-Business)** . . . . .18

**Minor in Multimedia**

**(B.S.B.A. degree candidates)**

**Required:**

MM 405 Internet Marketing . . . . .3

CIS 110 Programming I . . . . .3

Art 101 Basic Design I . . . . .3

Comm 101 Introduction to Human Communication . . .3

**Choose two\*:** . . . . .6

MM 337 Management Information Systems

MM 401 Promotional Strategy

MM 432 Consumer Behavior

**Total for Minor (Multimedia)** . . . . .18

\*Other courses may be substituted with permission of adviser.

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## Minor in Transportation-Logistics

(All degree candidates)

### Required:

GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 340	Principles of Transportation	3
MM 345	Business Logistics	3
MM 360	Supply Chain Management	3
	Advanced Business Electives	6
<b>Total for Minor in Transportation-Logistics</b>		<b>21</b>

## Minor in Arts, Entertainment, and Tourism Marketing

(All degree candidates)

### Required:

Econ 201	Principles of Economics-Macro	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 436	Services Marketing	3
MM 432	Consumer Behavior	3
MM 470	Marketing Research	3
MM 498	Advanced Topics in Arts, Entertainment, and Tourism Marketing*	3
<b>Total for Minor in Arts, Entertainment, and Tourism Marketing</b>		<b>21</b>

\*Selected in consultation with and permission from the minor adviser.

### 2nd Semester

Acct 202	Principles of Managerial Accounting	3
Econ 202	Principles of Economics-Micro	3
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3
CORE	[Hist 120 American History]	3
CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
		<b>15</b>

### Junior Year

#### 1st Semester

GB 301	Legal Environment of Business I	3
GB 321	Business Statistics I	3
MM 300	Principles of Marketing	3
MM 350	Fundamentals of Organizational Management (WI)	3
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration (IB 310 strongly recommended))		3
		<b>15</b>

#### 2nd Semester

GB 320	Business Communication (WI)	3
MM 312	Retailing	3
MM 321	Professional Strategic Selling	
OR		
MM 405	Internet Marketing	3
Econ 350	Financial Management	3
Electives	(must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	6
		<b>18</b>

### Senior Year

#### 1st Semester

MM 401	Promotional Strategy	3
OR		
MM 405	Internet Marketing	
MM 412	Marketing Management	3
CORE	[Humanities & Fine Arts Elective] (See Core Requirements p. 34)	3
Electives		6
		<b>15</b>

#### 2nd Semester

MM 432	Consumer Behavior	3
MM 452	Strategic Management (WI)	3
MM 470	Marketing Research	3
GB 490	Career Portfolio Development	1
Electives		5
		<b>15</b>

[Department Recommendations]

### For additional information contact:

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## Suggested Order of Study

### Bachelor of Science in Business Administration

#### Marketing Emphasis

Major Code MM03

#### Freshman Year

##### 1st Semester

Course		Hours
CORE	[Eng 101 College Composition I (WI)]	3
CORE	[Math 131 Finite Math]	
OR		
CORE	[Math 130 College Algebra]	3
CORE	[Kine 103 Lifetime Wellness]	2
MIDS 100	University Experience	3
GB 151	Introduction to Business Careers	1
MM 237	Using Information Systems	3
		<b>15</b>

##### 2nd Semester

CORE	[Eng 102 College Composition II (WI)]	3
CORE	[Comm 100 Oral Communication]	3
CORE	[Bio 101 General Biology]	4
CORE	[Psy 100 or Soc 110]	3
CORE	[Art 110, Mus 110 or Th 110]	3
		<b>16</b>

#### Sophomore Year

##### 1st Semester

Acct 201	Principles of Financial Accounting	3
CORE	[Phys 100 Fundamentals of Physical Science]	5
CORE	[Econ 201 Principles of Econ-Macro]	3
CORE	[Hist 110 U.S. History]	3
CORE	[Kine 101 Physical Activity]	1
		<b>15</b>

## Course Descriptions

- MM 237 (F, S) 3 hrs. cr.  
**Using Information Systems**  
 Principles of information systems in the business environment. Covers components of personal and business information systems, file management, and industry standard application software packages (i.e., word processing, spreadsheet, database, presentation, and Internet browser). Includes hands-on use of microcomputers. Prerequisite: Basic knowledge of windows operating system, word processing, and spreadsheet software required or CIS 105 Introduction to Microcomputer Use.
- MM 300 (F, S) 3 hrs. cr.  
**Principles of Marketing**  
 Survey of major marketing methods, institutions, and practices. Retailing, wholesaling, distribution channels, marketing legislation, advertising, marketing research, and marketing cost are treated from the standpoint of consumers, middlemen, and manufacturers. Prerequisite: Econ 180, or Econ 201, or Econ 202.
- MM 312 (F) 3 hrs. cr.  
**Retailing**  
 Principles of successful retail management, including managing retail operations, administration and control, location analysis, merchandising, promotion, and review of the retail environment with analytic and research methods applicable to retail problems. Prerequisite: MM 300.
- MM 321 (F, S) 3 hrs. cr.  
**Professional Strategic Selling**  
 Principles, methods and techniques of effective professional strategic and consultative selling. Expertise in sales for business-to-business services and products is the focus. The course stresses practical aspects through application, simulation, role-play, and presentation. Prerequisite: MM 300.
- MM 337 (F, S) 3 hrs. cr.  
**Management Information Systems**  
 The course provides a basic understanding of data manipulation, evaluation and summarization to be used in the decision making process and familiarizes students with management information systems and common business application software. The tools used are spreadsheet and database software. Students should learn to integrate software packages to address complex business problems. Prerequisite: MM 237.
- MM 340 (S) 3 hrs. cr.  
**Principles of Transportation**  
 Principles of Transportation examines forms of transportation and institutional factors that influence transportation decisions; regulation, public policy, and other governmental variables are reviewed in detail. An introduction to physical distribution's interaction with transportation is explored. Prerequisite: MM 300.
- MM 345 (F) 3 hrs. cr.  
**Business Logistics**  
 A survey of the management of logistic functions in the firm including physical supply and distribution activities such as transportation, storage facilities, inventory control, materials handling, warehousing, financing, and organization. Prerequisite: MM 300.
- MM 350 (F, S) 3 hrs. cr.  
**Fundamentals of Organizational Management** *(Writing Intensive)*  
 A study of the fundamentals and functions of organizational management including planning, decision making, organization, leading, and controlling from individual and group behavior perspectives. Prerequisite: Junior standing, Eng 101/102 or equivalent.
- MM 352 (F, S) 3 hrs. cr.  
**Human Resource Management**  
 Principles and practices of management with emphasis on the human factors, including procurement, development, and maintenance of an effective work force. Prerequisite: MM 350 or consent of instructor.
- MM 354 (F, S) 3 hrs. cr.  
**Quality Management**  
 Quality Management (QM) is an overview of an evolving philosophy for continuous improvement of products, process, and services to enhance quality while reducing costs. It is a management/technical/cultural approach to the integration of all systems and processes of an enterprise to achieve "customer" satisfaction. Prerequisites: MM 350, GB 321, or consent of instructor.
- MM 360 (Demand) 3 hrs. cr.  
**Supply Chain Management**  
 This course presents a survey of basic supply chain management among focal organizations and their tiered business partners. Emphasis on collaboration and planning related to major functional areas required to organize the flow of products from inception through delivery to satisfy final customer needs. Information and communication technology as an enabler of supply chain management strategies is also discussed. An appreciation of how the local supply chain functions as part of a global system is explored. Prerequisite: MM 300.
- MM 401 (S) 3 hrs. cr.  
**Promotional Strategy**  
 Description of fundamental advertising and promotional principles and their application in mass marketing. Analysis of advertising media, the preparation of advertising, and formulation of campaigns. Prerequisite: MM 300.
- MM 405 (Demand) 3 hrs. cr.  
**Internet Marketing**  
 Addresses the new technological environment that marketers are facing by introducing strategic considerations related to technology and technology implementation. Explores the basics of marketing exchange utilizing the information highway, multimedia techniques, database marketing, and interactive telecommunications; also gives students hands-on experience with relevant software. Prerequisites: MM 300 and MM 237 (or equivalent).
- MM 410 (F, S) 3 hrs. cr.  
**Small Business Management Practicum**  
 A practical course in solving real problems in an actual business environment. Students provide counseling to small business firms through cases referred by the Small Business Development Center. Course may be repeated for a total of six hours of credit. Prerequisite: Second semester junior or senior standing in business administration.
- MM 411 (F, S) 3 hrs. cr.  
**Labor and Employment Law**  
 A primary emphasis on Fair Employment practices, Title VII of the Civil Rights Act and other major employer/employee legal relationship including, but not limited to, affirmative action, race, gender, age, disability, and affinity orientation discrimination. Additional topics include Fair Labor Standards Act, Immigration Reform and Control Act, worker's compensation, and privacy issues. A secondary emphasis on the Labor-

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Management Relations Act, as amended, the bargaining unit, and unfair labor practices. Prerequisite: Junior standing. Formerly GB 411.

MM 412 (F, S) 3 hrs. cr.

### **Marketing Management**

Managerial aspects of marketing: problems involved in goal setting, planning and strategies as they apply to product policy, pricing objectives, promotional objectives, distribution policy, and marketing intelligence. Prerequisites: MM 300 and MM 350.

MM 431 (F, S) 3 hrs. cr.

### **Operations Management**

Principles and decision analysis related to the effective utilization of the factors of production and operations in manufacturing activities for both intermittent and continuous systems. The study of operations management, analytical models and methods, facilities design, and the use of computer modeling for control systems for effective production operations. Prerequisite: GB 321.

MM 432 (F) 3 hrs. cr.

### **Consumer Behavior**

An interdisciplinary approach to the analysis and interpretation of consumer buying habits and motives and the resultant purchase of goods and services. The purchaser's psychological, economic, and socio-cultural actions and reactions are stressed. Prerequisite: MM 300.

MM 436 (S) 3 hrs. cr.

### **Services Marketing**

The course focuses on the knowledge needed to implement quality service and service strategies for competitive advantage within the service sector. Service quality and recovery, the linking of measurement to performance, service mapping, and cross functional treatment of issues are covered in this course. Prerequisite: MM 300.

MM 441 (F, S) 3 hrs. cr.

### **Organizational Behavior**

A study of the organization, human behavior in organizational settings, and the interface between them. Prerequisite: MM 350, Senior standing.

MM 450 (S) 3 hrs. cr.

### **The Psychology of Human Resource Management**

Traditional areas of human resource management/organizational psychology are addressed, including group interaction, communication, attitudes, interviewing, compensation and benefits, and the legal environment. An interdisciplinary approach will be taken. The contents will be presented using both theory and experimental methods.

MM 452 (F, S) 3 hrs. cr.

### **Strategic Management**

*(Writing Intensive)*

A capstone course integrating business disciplines with formal analyses of the organization's macro and industry environment; mission and goals; and strategy formulation, implementation, and control using the case method approach. Prerequisites: Senior standing, MM 300, MM 350, and Econ 350; must be taken during the last year of university work.

MM 470 (F, S) 3 hrs. cr.

### **Marketing Research**

The systematic gathering, recording, analyzing, and presentation of data relating to market analysis, sales analysis, consumer research, advertising research, and attitude research. Prerequisites: GB 321 and six hours of marketing.

MM 491 (F, S) 1-12 hrs. cr.

### **Internship in Marketing/Management**

An internship for senior marketing/management students with an opportunity to observe and participate in actual business operations within the community. All internships must conform to institutional policy regarding the number of hours of work, the number of credit hours, and written agreements with the cooperating business or agency. Prerequisites: 65 hours, 3.0 GPA, and department approval.

MM 498 (Demand) 1-3 hrs. cr.

### **Advanced Topics in Marketing/Management**

For upper-division students. Topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.

MM 499 (Demand) 1-3 hrs. cr.

### **Independent Study in Marketing/Management**

Individually directed readings, research, and discussion in selected areas of Marketing/Management for advanced majors. Scope, depth, area of concentration, and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA.