Marketing

Lynn R. Kahle, Department Head
Advising Office
203 Peterson Hall

The Department of Marketing provides undergraduates with concentration areas in marketing and sports business.

The marketing concentration provides preparation for careers in marketing management. Examples of such careers include advertising, social media, professional selling, distribution, and marketing research. Special attention is given to the contributions of the social sciences and of quantitative methods to the study of marketing. The program includes courses on marketing research and strategy, marketing communications, and consumer behavior.

The sports business concentration addresses the use of sports to market goods and services. The successful sports marketer must understand business principles and have a strong sense of how value is created through marketing programs tied to athletes, teams, leagues, and organizations. The concentration presents a rigorous academic curriculum in such areas as sponsorship, sports law, and communications while paying close attention to industry practices and trends. Students who choose this concentration prepare for careers in team marketing, sponsor relations, event marketing, and league operations.

Faculty

Declan Bolger, instructor (sports marketing). BEd, 1982, London; MS, 1989, Massachusetts, Amherst. (2011)

David M. Boush, Gerald B. Bashaw Business Professor (marketing management, marketing research, consumer behavior). BA, 1975, Wisconsin, Madison; MBA, 1977, PhD, 1988, Minnesota, Minneapolis. (1987)

T. Bettina Cornwell, Edwin E. and June Woldt Cone Professor of Marketing (marketing communications, corporate sponsorship, consumer behavior); director of research, James H. Warsaw Sports Marketing Center. BA, 1981, Florida State; MBA, 1983, PhD, 1988, Texas, Austin. (2010)

Kay Crider, instructor (marketing, management, business law). BA, 1986, California, Santa Barbara; JD, 1989, Chicago. (2010)

Anne M. Forrestel, senior instructor (marketing strategy, leadership, sustainable business). BA, 1972, Williams College; MS, 1974, MBA, 1985, Michigan, Ann Arbor. (1997)

Conor Henderson, acting assistant professor (marketing strategy, business-to-business marketing, sales). BA, 2008, Gonzaga; MS, 2010, Washington (Seattle). (2013)

Lynn R. Kahle, Ehrman V. Giustina Professor;Thomas C. Stewart Distinguished Professor (consumer behavior, communications). BA, 1973, Concordia; MA, 1974, Pacific Lutheran; PhD, 1977, Nebraska. (1983)

Jessyca Lewis, instructor (marketing, international, strategy, consumer behavior). BA, 2002, MBA, 2005, Northwest Christian. (2010)

Robert Madrigal, associate professor (consumer behavior, sports marketing). BA, 1976, MA, 1979, California State, Chico; PhD, 1990, Oregon. (1995)

Katie Mercurio, assistant professor (marketing strategy, branding). BS, 2004, MS, 2006, PhD, 2010, Washington (Seattle). (2012)

Mark M. Phelps, Donald A. Tykeson Senior Instructor of Business (business law, entrepreneurship law). BS, 1972, JD, 1975, MBA, 1980, Oregon. (1979)

Ellen Schmidt-Devlin, instructor (sports product management, marketing). BS, 1981, MBA, 2012, Oregon. (2011)

Barbara Tull, instructor (marketing research). BS, 1977, California, Davis; MBA, 1983, Oregon. (2010)

Frank Veltri, instructor (consumer behavior, sports marketing, economic impact). BA, 1978, Mayville State; MS, 1984, Minnesota State; MBA, 2007, Colorado State; EdD, 1996, Northern Colorado. (2013)

Whitney R. Wagoner, senior instructor (sports marketing, corporate sponsorship, consumer promotions); program manager, Warsaw Sports Marketing Center. BS, 1996, Oregon; MBA, 2004, New York University. (2004)

Douglas L. Wilson, senior instructor (business and marketing plan development, market training). BS, 1978, Oregon State; MBA, 1990, Oregon. (1994)

Hong Yuan, associate professor (marketing strategy, marketing research, pricing). BS, 1997, Fudan; MA, 2001, PhD, 2005, Michigan, Ann Arbor. (2013)

Jiao Zhang, assistant professor (consumer behavior, judgment, decision making). BS, 1997, MS, 2000, Shanghai Jiao Tong; PhD, 2006, Chicago. (2014)

Emeriti

Gerald S. Albaum, professor emeritus. BA, 1954, MBA, 1958, Washington (Seattle); PhD, 1962, Wisconsin, Madison. (1969)

Roger J. Best, professor emeritus. BSEE, 1968, California State Polytechnic; MBA, 1972, California State, Hayward; PhD, 1975, Oregon. (1980)

Michael F. Dore, instructor emeritus (marketing, advertising); director, undergraduate honors. BS, 1971, MBA, 1972, Southern California. (1996)

Marian Friestad, professor emerita. BA, 1981, MA, 1984, PhD, 1989, Wisconsin, Madison. (1987)

Del I. Hawkins, professor emeritus. BBA, 1966, MBA, 1967, PhD, 1969, Texas. (1970)

Dennis Howard, professor emeritus. BS, 1966, Oregon; MS, 1968, Illinois; PhD, 1974, Oregon State. (1997)

Peter Wright, professor emeritus. BA, 1966, North Carolina State; MBA, 1968, Virginia; PhD, 1971, Pennsylvania State. (1997)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.

- **Bachelor of Arts: Business Administration**
- **Bachelor of Science: Business Administration**

- **Minor in Business Administration**

Undergraduate Programs

Academic Requirements

To earn an undergraduate degree in the Lundquist College of Business, a student must be an admitted major in good academic standing with the college and the university. Two sets of requirements must be completed: general university requirements and college requirements.

The college is firmly committed to an undergraduate degree program in business based on a solid foundation in the arts and sciences. Students may not earn two majors in the Lundquist College of Business; in other words, a student who has an undergraduate degree in business administration cannot earn another undergraduate degree from the college. See the **Bachelor's Degree Requirements** section of this catalog for specific requirements for bachelor's degrees and for general-education and university requirements.

Students must satisfy the upper-division business core and major requirements in effect when they are admitted as majors.

For a more detailed explanation of requirements for majors, students should pick up the undergraduate degree programs handout in the Advising Office.

Business Premajor Admission

New students planning to earn a bachelor's degree in the Lundquist College of Business enter the university as business premajors. Transfer students and university students from other majors may become business premajors by submitting a Request for Addition or Deletion Major form, available in the Advising Office. Students who seek premajor status in business should meet with an advisor in the college if their GPA is below 3.00. Business premajors typically are not eligible to take most 300- and 400-level business courses. Business premajor status does not guarantee admission to the accounting or business administration major.

Business premajors typically spend the first two years fulfilling general education and premajor requirements.

Premajor Requirements

Junior Standing

Course work of 90 or more credits must be complete.

GPA Requirement

A 3.00 cumulative grade point average in all college course work including transfer work must be earned. The college includes all course work when calculating the cumulative GPA for admission to the major

English Competence

International students must have a Test of English as a Foreign Language (TOEFL) score of at least 575 (paper-based test), 233 (computer-based test), 89 (Internet-based test), an International English Language Testing System (IELTS) score of 7.0, or have completed the Academic English for International Students (AEIS) program.

Holistic Review

Students who have taken all required business premajor course work but fall slightly below the minimum GPA requirements may be considered for admission under a holistic review process. For more details, interested students may visit an academic advisor in 203 Peterson Hall.

Business Premajor Courses

Core Courses [1]		
BA101	Introduction to Business	4
ACTG211	Introduction to Accounting I	4
ACTG213	Introduction to Accounting II	4
EC201	Introduction to Economic Analysis: Microeconomics	4
EC202	Introduction to Economic Analysis: Macroeconomics	4
Additional Courses [2]		
Select one of the following:		8
WR121 &WR122	College Composition I and College Composition II	
WR121 &WR123	College Composition I and College Composition III	
BA240	Managing Business Information	4
MATH241–242	Calculus for Business and Social Science I-II	8
MATH243	Introduction to Methods of Probability and Statistics	4
Total Credits		**44**

1. A3.00 GPA and a minimum grade of C– in core courses are required for admission to the major. Premajor requirements must be taken for letter grades. If a graded course is repeated, both course grades are counted in computing the cumulative GPA, but only the second grade is used in calculating the core GPA. Core courses may be repeated only once.
2. Must be taken for letter grades and passed with grades of C– or better.

Application to the Major

Students must submit a formal application for admission to the major. Students apply for major status one term before they plan to take upper-division business courses.

Applications are due the first week of the term for admission the following term. To be eligible for admission as a major, a student must apply before the term deadline. Applications are not accepted during summer session. Application forms are available on the college website. Students who are completing their final term of business premajor requirements may submit applications.

Bachelor of Arts Degree Requirements

Upper-Division Core

FIN311	Economic Foundations of Competitive Analysis	4
MKTG311	Marketing Management	4
FIN316	Financial Management	4
MGMT321	Managing Organizations	4
BE325	Global, Legal, Social Environment of Business	4
OBA330	Business Statistics	4

OBA335	Operations Management	4
OBA340	Business Information Systems	4
BA352	Leadership and Communication	4
BA453	Business Strategy and Planning	4
Total Credits		**40**

Upper-division core courses typically are completed during junior year.

Business Administration Requirements

Seven business courses from at least three business departments [1]	
General-education requirements	54
Nonbusiness breadth requirement courses [2]	24
Global context courses [3]	12
Total Credits	**90**

1. Four of the courses may be taken in one concentration area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.
2. Courses should be an interrelated and coherent set consistent with the student's career goals. A nonbusiness minor meets this requirement, as does two years of language study. Nonbusiness breadth plans must be approved and on file in the Advising Office; assistance in planning individualized programs is available in the advising office.
3. Courses focus on international, cultural, historical, political, economic, or social issues of a geographic region and the culture of one country or region other than the student's native country. Language courses beyond the first year satisfy this requirement. Global context plans must be approved by an advisor in the Advising Office.

Concentration: Marketing

MKTG390	Marketing Research	4
MKTG420	Marketing Communications	4
MKTG435	Consumer Behavior	4
MKTG490	Marketing Strategy	4
Total Credits		**16**

Concentration: Sports Business

MKTG390	Marketing Research	4
SBUS450	Sports Marketing	4
Select two of the following:		8
SBUS455	Financing Sports Business	
SBUS452	Sports Sponsorship	
SBUS453	Law and Sports Marketing	
Total Credits		**16**

Marketing Strategy (MKTG490) is strongly recommended.

Bachelor of Science Degree Requirements

Upper-Division Core

FIN311	Economic Foundations of Competitive Analysis	4
MKTG311	Marketing Management	4
FIN316	Financial Management	4
MGMT321	Managing Organizations	4
BE325	Global, Legal, Social Environment of Business	4
OBA330	Business Statistics	4
OBA335	Operations Management	4
OBA340	Business Information Systems	4
BA352	Leadership and Communication	4
BA453	Business Strategy and Planning	4
Total Credits		**40**

Upper-division core courses typically are completed during junior year.

Business Administration Requirements

Seven business courses from at least three business departments [1]	
General-education requirements	54
Nonbusiness breadth requirement courses [2]	24
Global context courses [3]	12
Total Credits	**90**

1. Four of the courses may be taken in one concentration area. Concentrations are optional and do not appear on UO academic transcripts or diplomas.
2. Courses should be an interrelated and coherent set consistent with the student's career goals. A nonbusiness minor meets this requirement, as does two years of language study. Nonbusiness breadth plans must be approved and on file in the Advising Office; assistance in planning individualized programs is available in the advising office.
3. Courses focus on international, cultural, historical, political, economic, or social issues of a geographic region and the culture of one country or region other than the student's native country. Language courses beyond the first year satisfy this requirement. Global context plans must be approved by an advisor in the Advising Office.

Concentration: Marketing

MKTG390	Marketing Research	4
MKTG420	Marketing Communications	4
MKTG435	Consumer Behavior	4
MKTG490	Marketing Strategy	4
Total Credits		**16**

Concentration: Sports Business

MKTG390	Marketing Research	4
SBUS450	Sports Marketing	4
Select two of the following:		8
SBUS455	Financing Sports Business	
SBUS452	Sports Sponsorship	
SBUS453	Law and Sports Marketing	
Total Credits		**16**

Marketing Strategy (MKTG490) is strongly recommended.

Definitions, Limitations, and Policies

Transfer Students

The sequential nature of this program requires careful academic planning. Students who want to transfer to the college are encouraged to meet with an advisor in the Lundquist College of Business early in their academic careers. Studentsare admitted to the university as business premajors. Once admitted, they may apply for major status in accordance with the procedure described. Applications are due the first Friday of the term for admission the following term.

Second Bachelor's Degree

A student who has a bachelor's or master's degree in a field of business administration may not earn a second bachelor's degree in business. Students who have earned a nonbusiness degree and want a second degree in a field of business must be admitted to the university as postbaccalaureate nongraduate students. Second-degree candidates must meet the same admission requirements and follow the same application process described.

Students retain business premajor status until admission requirements are completed or waived because of completed course work. Second-degree students must complete the same upper-division requirements as first-degree candidates. The Second Bachelor's Degree section of this catalog, under **Bachelor's Degree Requirements** , lists university requirements for a second bachelor's degree; the Advising Office has information about Lundquist College requirements.

Residence Requirement

Students must complete a minimum of 44 upper-division credits in regularly scheduled Lundquist College of Business courses. With the department head's approval, credits may be transferred from other accredited institutions, independent study, or approved courses in other departments.

Grading

Premajor required courses and upper-division courses must be taken for letter grades and passed with grades of C– or better. See the **Registration and Academic Policies** section of this catalog for an explanation of the university's grading systems.

Upper-Division Courses

Courses for the minor are open to nonmajors, and courses for the certificate in international business communication are open to students whose native language is not English. Only admitted majors in the Lundquist College of Business may enroll in all other 300- and 400-level business courses.

Continuous Progress

Students who do not attend the university for an extended period of time after being admitted as a major may be required to reapply for admission and fulfill current major requirements if the UO Catalog for the last year of attendance has expired. See Catalog Expiration and Requirements Policies in the **Reader's Guide to the Catalog** (http://catalog.uoregon.edu/archive/2015-2016/readersguide) **.**

Business Administration Minor

All professions and organizations, public and private, operate according to business principles. Earning a minor in business administration prepares students to participate in organizational conversations and become leaders within their future professions. The minor in business administration is open to students from all majors other than business administration and accounting. Completing the minor requires 24 credits of course work, which can be completed in one academic year.

Students can declare a minor in business administration online at the college's website, where a checklist of requirements can be found. Advising assistance is available in the Advising Office.

To be admitted to the minor program, students must have a 2.00 cumulative GPA. Twelve upper-division credits must be taken in the Lundquist College of Business. Upper-division business courses must be taken for letter grades. Students must earn a C– or better in all courses taken for a letter grade to fulfill minor requirements. When minor requirements have been completed and notification of application for a degree has been received from the Office of the Registrar, the student is cleared for the minor.

Lower Division		
BA101	Introduction to Business	4
ACTG211	Introduction to Accounting I	4
orBA215	Accounting: Language of Business Decisions	
Upper Division		
BA315	Economy, Industry, and Competitive Analysis	4
BA316	Management: Creating Value through People	4
BA317	Marketing: Creating Value for Customers	4
BA318	Finance: Creating Value through Capital	4
Total Credits		**24**

- **Master of Business Administration**
- **Master of Arts**
- **Master of Science**
- **Doctor of Philosophy**

Graduate Programs

Master of Business Administration

302 Peterson Hall
Lillis Business Complex
541-346-3306
541-346-0073 fax

The Lundquist College of Business MBA degree embodies the college's emphasis on interdisciplinary study, experiential learning, research excellence, and a supportive learning environment.

True to this interdisciplinary focus, the MBA curriculum consists of four tracks: innovation and entrepreneurship, finance and securities analysis, sports business, and sustainable business practices. Building on a common core of foundational courses in accounting, decision sciences, finance, management, and marketing, students must choose one of these curricular tracks when applying to the program.

The four tracks of the MBA curriculum are aligned with the college's centers—the Lundquist Center for Entrepreneurship, the Finance and Securities Analysis Center, the Center for Sustainable Business Practices, and the James H. Warsaw Sports Marketing Center. The centers not only promote research collaboration among faculty members from different departments, but they also facilitate student interactions with industry professionals and provide practical, real-world learning

opportunities. These include internships, business planning ventures, competitions, and one- or two-term consulting projects in the second year. In addition, the Leadership and Communication Center works with students on professional skills assessment, leadership, and team dynamics as well as presentation and other communication skills, beginning with an extended orientation.

Strong faculty engagement and the state-of-the art facilities of the Lillis Business Complex create an ideal learning environment. An emphasis on group work ensures that students get to know one another and their instructors well. In addition, a strong cohort model aids in developing solid working relationships and strong friendships. Finally, students may choose to enhance their international education by studying abroad in the summer on the Engaging Asia tour.

Virtually all MBA students come to the university with work experience; the average is four years. About one-third are women; two thirds hold a nonbusiness bachelor's degree; and one-fifth are international students. The program draws students from across the United States and twelve to fifteen countries.

Two years of full-time study are needed to earn the minimum of 76 credits required for the degree. See **Accelerated Program** for information about the nine- or eleven-month accelerated program. See **Administration of the Master's Degree Programs** for admission requirements.

Accelerated Program

The accelerated master's degree program is intensive, allowing outstanding undergraduate business majors from an institution accredited by the Association to Advance Collegiate Schools of Business (AACSB International) to earn an MBA degree in nine or eleven months (three or four terms) by taking fifteen courses (a minimum of 45 credits) in three or four terms. Applicants should have full-time work experience. Students must choose one of the four tracks listed above. Admission is accepted for fall, winter, or spring terms.

Oregon Executive MBA

David Boush, Executive Director
200 SW Market St., Suite L101
Portland, Oregon 97201
503-276-3622
866-996-3622 toll free
503-276-3626 fax
oemba.uoregon.edu
oemba@uoregon.edu (oemba@oemba.uoregon.edu)

The University of Oregon offers the two-year Oregon Executive Master of Business Administration (OEMBA) Program for employed mid- to senior-level executives. Classes are held in Portland one full day a week, seventeen Fridays and seventeen Saturdays per academic year. In addition to meeting standard admission criteria, applicants to this program must have substantial managerial experience and corporate sponsorship. Courses are open only to students who apply and are admitted to this program.

Master of Science or Master of Arts

The primary master's degree offered by the Lundquist College of Business is the MBA. The MS and MA degrees are awarded exclusively to students who are enrolled in a PhD program. The MA degree requires competence in a second language. The program leading to the MS or MA degree (in disciplines other than accounting) allows more specialization than the MBA program and may be adapted to a student's particular needs. The requirements are as follows:

1. Completion of the AACSB International core areas as specified by the department in the Graduate School of Management in which the majority of specialization takes place. For students without academic preparation in business, completion of the common body of business knowledge usually amounts to satisfying the MBA core courses. The manner in which this requirement is satisfied is determined by the student in consultation with his or her program committee and subject to approval
2. Completion of a minimum of 45 graduate credits beyond the MBA core courses. These should include the following:
   a. A minimum of 18 credits of course work in the primary area of specialization. A majority of this work should be taken in the college. However, specialization is defined by a subject of study and is not limited to courses offered by one department or by the Graduate School of Management
   b. A minimum of 12 credits of course work in a secondary area of study either in the Graduate School of Management or in a related field
   c. A maximum of 15 credits in electives. A maximum of 9 credits of Thesis 503-can be taken at the option of the student and the program committee. For students choosing to complete a thesis, the number of credits taken for the thesis is deducted from the required number of elective credits
   d. A minimum of 27 graduate credits taken in the Graduate School of Management
3. Approval of the proposed program of study by a program committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses are taken:
   a. The composition of the program committee must be approved by the director of doctoral programs
   b. An approved program of study must be submitted before any courses beyond the common body of business knowledge can be taken.
4. If a thesis is undertaken, approval is required by a thesis committee of at least two faculty members. At least one faculty member must be from the department in which the majority of specialization courses is taken
   a. The composition of the thesis committee must be approved by the director of doctoral programs. The thesis committee may have different members than the program committee
   b. A thesis proposal must be approved in writing by all members of the thesis committee and submitted to the assistant dean for graduate programs before substantial work is undertaken on the thesis
   c. In case of disagreement between thesis committee members over the acceptability of the thesis, the issue is resolved by an ad hoc committee of at least three faculty members appointed by the head of the department in which the majority of specialization courses has been taken
5. Computer competence. Details of this requirement appear under **Undergraduate Programs**

Doctoral Programs

Interdisciplinary training is provided in consumer behavior (topics include judgment and decision-making, affect and emotion, values and lifestyles,

social identification, and consumer response to deceptive marketing practices) or marketing strategy (topics include advertising, public policy, satisfaction and service recovery, sports marketing and corporate sponsorship, and marketer-consumer coproduction).

The student's program must satisfy the requirements of the Graduate School and the following requirements of the Lundquist College of Business.

The doctoral program requires four to five years of work while in residence on the Eugene campus.

PhD Degree Requirements

Nine doctoral courses [1]	
Five or more graduate-level statistics courses [2]	
Three graduate-level economics, mathematics, or behavioral science courses [3]	

1. The department specifies the courses. At least three courses must be taken at the University of Oregon after admission to the doctoral program.
2. Grades of mid-B or better are required; none of these courses may be taken pass/no pass. These courses may be taken outside the Lundquist College of Business. At least three courses must be completed at the university after admission to the doctoral program.
3. Courses in these areas of study are subject to final approval by the student's advisory committee and the director of doctoral programs. Each course used to meet this area requirement must be passed with a grade of mid-B or better, and at least two courses must be completed at the university after admission to the doctoral program.

Competence in Specialty

Studentsare expected to master the literature and techniques in their area of concentration, prepare to write an acceptable dissertation, and perform high-quality research. Competence is demonstrated by passing a departmental written comprehensive examination and by successfully completing one or more required research papers. The department specifies the number of required papers. To be eligible to take a comprehensive examination, students must have completed most of the course work required in the area.

Competence in Statistics and Research Methods

If the department requires an examination in statistics and research methods, it is administered and graded by a committee that includes at least two decision sciences faculty members appointed by the director of doctoral programs.

Examinations

Students must pass one written comprehensive examination in their area of concentration. Examinations are graded *high pass*, *pass*, or *no pass*. For examinations given in separate and predesignated parts, the grade may apply to each subpart. All grades are outright; a conditional pass is not permitted.

In the event of failure, a student may be allowed to retake a comprehensive examination or predesignated subpart one time, at the discretion of the department in which the student is majoring. Normally, the examination or predesignated subpart should be retaken during the term following the initial attempt, but it may be taken no sooner than two months after the initial attempt. Failure to pass the comprehensive examination or a subpart on the second attempt results in automatic termination from the PhD program.

Advancement to Candidacy

The student is advanced to candidacy for the PhD degree after satisfying the preceding requirements and upon recommendation by his or her advisory committee to the Lundquist College of Business and to the Graduate School. Advancement must occur no later than three years after the student's entry into the doctoral program.

Dissertation

The student must complete a dissertation embodying the results of research and showing evidence of originality and ability in independent investigation. The dissertation must show mastery of the literature and techniques, be written in creditable literary form, and make a contribution to knowledge.

The student is responsible for formation of a dissertation committee, subject to approval by the Lundquist College of Business and the Graduate School of the university. This committee includes at least three regular faculty members of the college and at least one member from outside the college. The chair of the committee serves as the student's primary dissertation advisor. Before the dissertation topic is accepted by the dissertation committee, the student makes a public oral presentation and defense of the research proposal and design. When the topic is accepted by the committee, a copy of the proposal, signed as approved by the committee, is placed in the candidate's file.

The dissertation must be completed within four years of the student's advancement to candidacy. Upon petition to and approval by the PhD program committee and the Graduate School, this period may be extended for one year. Failure to complete the dissertation within this time period invalidates the student's comprehensive examinations and advancement to candidacy. The student must successfully defend the completed dissertation in a public oral examination and defense before the dissertation committee.

Grade Point Average (GPA)

The student must maintain a cumulative GPA of 3.00 or higher in graduate courses.

Termination from Program

A student's participation in the PhD program may be terminated under one or more of the following conditions:

- failure to make satisfactory progress toward advancement to candidacy
- a GPA below 3.00 for two consecutive terms
- failure to complete a dissertation within four years after advancement to candidacy

The decision to terminate will be made by the director of the PhD program after consultation with the PhD coordinator and faculty members of the department in which the student is majoring.

A student dropped from the program is notified in writing, with reasons for termination clearly explained, and a copy of the letter is placed in the student's file. The student has the right to appeal the termination decision by submitting a petition to the senior associate dean for academic affairs.

Waivers

Waiver of any of the above requirements is permitted only in exceptional instances and with the approval of the candidate's program committee, the PhD program committee, and the director of PhD programs. Under no circumstances can requirements of the Graduate School be waived by the Lundquist College of Business.

- **International Business Communication letter of mastery**
- **Certificate in Global Management**

International Business Communication

International students may earn a letter certifying mastery in international business communication. This program, directed by Ron Severson, is open to all undergraduate international students of any major; the two cross-cultural courses are open to domestic students as well.

BA361	Cross-Cultural Business Communication	4
BA362	Effective Business Writing	4
BA363	Effective Business Presentations	4
BA364	International Business Research	4
BA365	Cross-Cultural Negotiation	4
Total Credits		**20**

Certificate in Global Management

Lundquist College of Business students may earn a certificate in global management. Study abroad is highly recommended. Additional information is available in the Advising Office.

FIN463	International Finance	4
MGMT420	Managing in a Global Economy	4
MKTG470	International Marketing	4
Approved nonbusiness courses relating to an international theme		24
Two years college-level language study		
Total Credits		**36**

Courses

MKTG199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

MKTG311. Marketing Management. 4 Credits.
Product, price, promotion, and distribution decisions in consumer and industrial markets. Market segmentation, product positioning for goods and services. Marketing strategy and management. Product life cycles. Students cannot receive credit for both MKTG 311 and MKTG 311H.

MKTG311H. Marketing Management. 4 Credits.
Explores marketing strategy and tactics for profit and nonprofit organizations including start-ups and global firms. Uses cases and projects; requires intense student participation. Students cannot receive credit for both MKTG 311 and MKTG 311H.
Prereq: open only to students in the LCB honors program.

MKTG390. Marketing Research. 4 Credits.
Design, implementation, analysis, interpretation, and reporting of research for marketing decisions. Hands-on experience with techniques for data collection, statistical data analysis, and communication of results.
Prereq: MKTG 311.

MKTG401. Research: [Topic]. 1-21 Credits.
Repeatable.

MKTG405. Reading and Conference: [Topic]. 1-21 Credits.
Repeatable.

MKTG406. Special Problems: [Topic]. 1-4 Credits.
Repeatable.

MKTG407. Seminar: [Topic]. 4 Credits.
Repeatable.

MKTG409. Practicum: [Topic]. 1-21 Credits.
Repeatable.

MKTG410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

MKTG420. Marketing Communications. 4 Credits.
Advertising, sales promotions, public relations, and personal selling. Emerging communication media. Legal regulations and ethical considerations in mass media advertising. Media planning and promotional budgets.
Prereq: MKTG 311.

MKTG435. Consumer Behavior. 4 Credits.
Applications of social science concepts to the understanding of consumers and to the optimal delivery of products and services.
Prereq: MKTG 311.

MKTG445. Entrepreneurial Marketing. 4 Credits.
Techniques for analyzing and developing new markets. Pricing, communicating, and distributing new products or services with limited resources. Developing marketing plans for new ventures.
Prereq: MKTG 311.

MKTG470. International Marketing. 4 Credits.
Analysis and development of marketing strategy and tactics for multinational and global markets.
Prereq: one from BA 317, MKTG 311, 311H.

MKTG490. Marketing Strategy. 4 Credits.
Capstone marketing course. Primary focus on developing and implementing marketing strategies and determining their impact on customer satisfaction and profitability.
Prereq: MKTG 390; MKTG 420 or SBUS 452.

MKTG503. Thesis. 1-16 Credits.
Repeatable.

MKTG510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable.

MKTG601. Research: [Topic]. 1-16 Credits.
Repeatable.

MKTG603. Dissertation. 1-16 Credits.
Repeatable.

MKTG605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

MKTG607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

MKTG608. Special Topics: [Topic]. 1-12 Credits.
Repeatable.

MKTG609. Practicum: [Topic]. 1-16 Credits.
Repeatable.

MKTG610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable. Recent topics include New Product Development, Demand and Supply Chain Management.

MKTG612. Marketing Management. 3 Credits.
Marketing Management addresses market analysis and segmentation, targeting, and positioning. Emphasis is on marketing strategies designed to deliver superior customer value and achieve organizational objectives.

MKTG660. Marketing Research. 3 Credits.
Marketing research as a tool for decision-making. Planning research projects; design, measurement, experimental and nonexperimental techniques, analysis and interpretation of data; reporting research results.
Prereq: completion of first-year MBA core.

MKTG665. Marketing Strategy. 3 Credits.
Relationship between marketing and other functional areas of a business. Emphasis on case analysis as a means of acquiring both planning and operational skills.
Prereq: completion of first-year MBA core.

MKTG687. Theory and Research in Marketing Management. 3 Credits.
Application of marketing concepts and of economics, management science, and behavioral science to the management of the product, price, promotion, and distribution variables.
Prereq: doctoral standing.

MKTG689. Theory and Research in Consumer Behavior. 3 Credits.
The applicability of behavioral theories and methodologies to the understanding of the consumption process.
Prereq: doctoral standing.

Courses

SBUS199. Special Studies: [Topic]. 1-4 Credits.
Repeatable.

SBUS401. Research: [Topic]. 1-4 Credits.
Repeatable.

SBUS405. Readings and Conference: [Topic]. 1-4 Credits.
Repeatable.

SBUS406. Special Problems: [Topic]. 4 Credits.
Repeatable.

SBUS407. Seminar: [Topic]. 4 Credits.
Repeatable.

SBUS409. Practicum: [Topic]. 1-4 Credits.
Repeatable.

SBUS410. Experimental Course: [Topic]. 1-4 Credits.
Repeatable. Recent topics include Sports Economics, International Sport, and Sports and Technology.

SBUS450. Sports Marketing. 4 Credits.
Essentials of effective sports marketing. Includes research, segmentation, product development, pricing, licensing, and communication channels such as advertising, sales promotion, and publicity.
Prereq: MKTG 311.

SBUS452. Sports Sponsorship. 4 Credits.
Detailed consideration of the relationship between sports and corporate sponsorship programs. Focuses on alignment marketing, sponsor value, and sponsorship evaluation.
Prereq: MKTG 311 or 311H.

SBUS453. Law and Sports Marketing. 4 Credits.
Law and sports marketing, including contracts, legal aspects of licensing, relations with agents, intellectual properties law. Public policy issues.
Prereq: MKTG 311 or 311H.

SBUS455. Financing Sports Business. 4 Credits.
Revenue sources for sports organizations. Includes conventional sources (e.g., tax support, bonds, ticket, media, concession sales) and innovations (e.g, initial public offerings, seat licenses, naming rights).
Prereq: MKTG 311 or 311H.

SBUS510. Experimental Course: [Topic]. 1-4 Credits.
Repeatable. Recent topics include Sports Economics, International Sport, and Sports and Technology.

SBUS601. Research: [Topic]. 1-4 Credits.
Repeatable.

SBUS605. Reading: [Topic]. 1-4 Credits.
Repeatable.

SBUS607. Seminar: [Topic]. 1-4 Credits.
Repeatable.

SBUS608. Special Topics: [Topic]. 1-4 Credits.
Repeatable.

SBUS609. Practicum: [Topic]. 1-9 Credits.
Repeatable.

SBUS610. Experimental Course: [Topic]. 3 Credits.
Repeatable. A recent topic is Case Studies in Sports Business.

SBUS645. Sports Product. 3 Credits.
Examines the companies and organizations of the international sports product industry: manufacturing innovation, company management, branding, retail and wholesale.

SBUS650. Marketing Sports Properties. 3 Credits.
Examines essentials of effective sports marketing. Includes product or property development, legal aspects, segmentation, pricing, and communication channels (e.g., broadcast media).
Prereq: completion of first-year M.B.A. core.

SBUS652. Sports Sponsorship Alliances. 3 Credits.
Detailed consideration of the relation between sports, law, and corporate sponsorship programs. Focuses on alignment marketing issues, strategic communication through sponsorship, sponsor value, and sponsorship valuation.
Prereq: completion of first-year MBA core.

SBUS653. Legal Aspects of Sports Business. 3 Credits.
Examines social responsibility and legal concepts in sports management including constitutional regulatory powers, individual participation rights, drug testing, antitrust, labor rights, intellectual property rights, sponsorships, product and event liability.

SBUS655. Economic Aspects of Sports. 3 Credits.
Comprehensive coverage of traditional and innovative revenue methods available to sports organizations from public and private sources. Detailed consideration of venue-based income sources (e.g., premium seating, permanent seat licenses).
Prereq: completion of first-year MBA core.