

Martin Tuchman School of Management

The School of Management is one of NJIT's six schools and colleges serving as the university's business school. SoM has 25 faculty and approximately 700 students.

NJIT's School of Management is one of 643 business schools across 43 countries to be accredited by AACSB, The Association to Advance Collegiate Schools of Business. AACSB accreditation represents the highest standard of achievement for business schools worldwide. Being AACSB-accredited means a business school is able to continuously pass a strict set of standards that are designed to ensure quality. This is why AACSB-accredited business schools are the best in the world. Of the 643 accredited schools worldwide, only 574 institutions have both their Undergraduate and Graduate programs accredited. All of our undergraduate business specializations and our graduate Management of Science and MBA programs are accredited.

Programs

- International Business - M.S. (<http://catalog.njit.edu/graduate/management/management/international-business-ms>)
- Management - M.S. (<http://catalog.njit.edu/graduate/management/management/ms>)
- Management of Technology - M.B.A. (<http://catalog.njit.edu/graduate/management/management/technology-mba>)

Executive Program (<http://catalog.njit.edu/graduate/academic-policies-procedures/executive-program>)

- Management of Technology - E.M.B.A. (<http://catalog.njit.edu/graduate/management/management/technology-emba>)

Business Data Science - Ph.D. (<http://catalog.njit.edu/graduate/management/management/business-data-science-phd>)

Management Essentials - Cert.

Management of Technology - Cert.

Finance for Managers - Cert.

International Commerce - Cert.

ACCT 615. Management Accounting. 3 credits, 3 contact hours.

Builds on traditional concepts of managerial accounting (break-even analysis, alternate choice decisions, profit planning, and transfer pricing) and develops the skills that an executive needs in strategic cost analysis. Explores strategic decisions of value chains and activity-based management. Emphasis on using managerial accounting data in executive planning and control.

ECON 610. Managerial Economics. 3 credits, 3 contact hours.

Managerial Economics covers the role of economic theory in management analysis and decisions. The study of demand, cost, and supply theories from a business viewpoint are also covered. This course is about economic principles and their relevance to business decision-making. The course examines the interaction of information, economic incentives and market competition and how these interact to determine prices, products available, profits, and patterns of trade and organization.

ENTR 725. Independent Study. 3 credits, 3 contact hours.

FIN 516. Principles of Financial Management. 3 credits, 3 contact hours.

Fundamentals of financial management divided into two segments: investment and corporation finance.

FIN 600. Corporate Finance I. 3 credits, 3 contact hours.

This course introduces concepts and analytical tools to identify and solve Financial Management problems. After introducing the corporation, the course focuses on how firms invest in real assets (capital budgeting) and how they raise money to pay for assets (financing). Practical problems in valuing bonds, stocks and other investments will be based on the time value of money. The trade-off between risk and return will be introduced with the Capital Asset Pricing Model.

FIN 610. Global Macro Economics. 3 credits, 3 contact hours.

FIN 610 is an introductory graduate course for entering master's students that will also be taking other core Master's courses such as accounting. The course introduces various concepts relating to macroeconomics and the financial environment from both a theoretical and institutional perspective. Thus fiscal and monetary policy and actions are covered but are taught using a macroeconomic model that helps identify how particular actions affect the money and goods economies as well as specific financial institutions.

FIN 618. Public and Private Financing of Urban Areas. 3 credits, 3 contact hours.

Ties government's budget, tax policy, allocation of resources between public and private sectors, with the structure, development, and growth needs of urban metropolitan areas. Focuses on problems of poverty, transportation, land-use, economic base, relation between central cities and suburban areas, and alternative engineering and economic solutions. Same as MIP 618 and Tran 604.

FIN 624. Corporate Finance II. 3 credits, 3 contact hours.

Prerequisite: FIN 600. The trade-off between risk and return will be examined in the context of historical analysis, portfolio optimization, the Capital Asset Pricing Model and other alternative models. The course will begin with the understanding of the Modigliani and Miller results and introduce bankruptcy, taxes, information asymmetries and other market imperfections. Financial options, put-call parity and option pricing will be introduced.

FIN 626. Financial Investment Institutions. 3 credits, 3 contact hours.

Prerequisite: FIN 600. Introduces the role of banking institutions and investment banks in the domestic and international money market and capital environment to the financial managers. Covers instruments and services of financial intermediaries that are crucial to business management. Discussions range from the financial services and facilities of regional banks to money-center banking institutions. Alternatives of project financing, lending requirements and regulations, project financing, and role of intermediaries in local and international transactions. Focuses on the private placement procedures of all types of securities in the capital market and the unique role undertaken by the investment banking firms. Provides an insight about the public offering process for existing and venture capitalized firms.

FIN 627. International Finance. 3 credits, 3 contact hours.

Prerequisite: FIN 600. Examines financing of exports and imports, managing multicurrency working capital, international aspects of capital budgeting, cost of capital and their relationship with political, economic, and financial risk. Explores financial innovations and their impact on the firm's financial strategy and performance of overall productivity. Discusses the tax consequences and principal-subsidiary relationship of the multinational enterprise. Introduces international money and capital markets, instruments, derivatives, and institutions.

FIN 634. Mergers, Acquisitions, and Restructuring. 3 credits, 3 contact hours.

Prerequisite: FIN 600. Focuses on identifying and evaluating potential and international companies for mergers and acquisitions as well as structuring of deals. The financial, social and managerial implications of these changes in corporate ownership will be examined. Topics are: financing M&As, deal structuring, tax implications, valuation, broker/finder agreements, merger negotiations, and post-merger integration.

FIN 641. Derivatives Markets. 3 credits, 3 contact hours.

Prerequisites: FIN 600. This course introduces students to futures, options, and other derivative securities. Topics include option valuation models, principles of forward and futures pricing, structure of markets for derivative securities, and strategies for hedging and speculation.

FIN 642. Derivatives and Structured Finance. 3 credits, 3 contact hours.

Prerequisites: FIN 641. This is a second course in the instruments created by modern financial engineering. It continues the study of derivatives from FIN 641 (Derivatives Markets), covering additional types of options and of underlying assets. The second part of the course is devoted to structured finance, including securities backed by mortgages and other types of assets.

FIN 643. Term Structure of Interest Rates. 3 credits, 3 contact hours.

Prerequisites: FIN 642 (Derivatives and Structure Finance), MATH 605 (Stochastic Calculus). This course provides the student with a basic understanding of models of the term-structure of interest rates and the pricing of derivatives on bonds and other interest-rate-based securities. Topics covered include arbitrage-free pricing principles, continuous-time interest-rate models, no-arbitrage term structure models, multifactor models, forward measure approach, market models and model calibration.

FIN 644. Credit Risk Modeling. 3 credits, 3 contact hours.

Prerequisites: FIN 643 (Term Structure of Interest Rates), MATH 605 (Stochastic Calculus). This course covers types of credit risk, measurement of credit risk, and methods for changing exposure to credit risk using credit derivatives. Current models for pricing credit derivatives will be analyzed and applied.

FIN 650. Investment Analysis and Portfolio Theory. 3 credits, 3 contact hours.

Prerequisite: FIN 600. This is a basic course in the theory and practice of investing. We will study in depth why and how to form portfolios of securities. A significant amount of mathematical and statistical analysis will be used in answering these questions. Theories of asset pricing based on the relationship between risk and return will be included. We will also discuss criteria for selecting specific securities in different asset classes, such as, stocks, bonds, and derivatives.

FIN 655. Financial Innovations and Market Failures. 3 credits, 3 contact hours.

Prerequisites: FIN 600. This reading intensive course introduces concepts and problems from derivative markets, entrepreneurial finance, and financial market failures (including financial bubbles). The course focuses on valuation of futures and options (including real options), strategy and incentives for new finance, and information asymmetry and market failures, especially financial market bubbles.

FIN 700. Seminar in Theory and Research in Financial Management. 3 credits, 3 contact hours.

Prerequisites: FIN 624 or FIN 626. Only open to those students who do not do a thesis. The theory and applied tools of financial management. Presented in seminar format with several students working as a team to analyze and resolve an issue in financial management.

FIN 701. Thesis in Financial Management. 3 credits, 3 contact hours.

Prerequisites: FIN 624 or FIN 626; waived with approval of the assistant dean for graduate programs. Examines: What is research? Why do research? What are the objectives of research? Covers the need for research, criteria for good research and research design, concept of measurement, sampling design, primary data collection, experimentation and simulation, statistical and other types of analysis, and reporting of research findings.

FIN 725. Independent Study. 3 credits, 3 contact hours.**HRM 601. Organizational Behavior. 3 credits, 3 contact hours.**

Analysis of key organizational components; individual perception; learning ability; conflict resolution models; group processes in decision making; motivation; problem diagnosis, and the organization as the mechanism for joining into a coherent productive system. Organizational assessment for innovation, leadership styles, and environmental interaction.

HRM 606. Human Resource Management. 3 credits, 3 contact hours.

Management of human resources in business, industry, and government; developing personnel programs including wage and job classification, training, employee and labor relations, and accident prevention. Particular attention is directed to cases and roles involving both line and staff managers.

HRM 610. Seminar on Leadership Skills. 3 credits, 3 contact hours.

Leadership theory and research is used to provide a foundation for developing leadership skills in work organizations. This course covers all aspects of leadership properties and processes. Concepts and theory are reinforced with case studies and experiential learning exercises. Topics include charismatic leadership, forming and realizing a vision, motivating and socializing followers, conflict resolution, negotiation, power and authority, and values and ethics.

HRM 630. Managing Technological and Organizational Change. 3 credits, 3 contact hours.

Managing planned and unplanned change in organizations. The change process is studied in relation to technology-driven changes in the workplace and to other environmental factors. Focuses on planned and unplanned systemic change, such as downsizing, re-engineering, mergers, and acquisitions.

HRM 640. Cultures in Organizations. 3 credits, 3 contact hours.

Prerequisite: HRM 601. Cultures and subcultures in organizations are studied from an ethnographic perspective. Managerial and professional cultures are studied as are engineering and R&D cultures. Organizational cultures are also studied in detail using case studies, with an emphasis on understanding culture as a control mechanism in modern organizations.

HRM 685. Cross Cultural Management Studies. 3 credits, 3 contact hours.

Provides insight into the institutional fabric and social and communication behavior of other cultures to better understand problems arising from cultural aspects of managing and doing business in various countries. Focus will be with the manager acting in various cultural environments, not restricted to the traditional human resource function at corporate headquarters. Cultural differences and technologies are also examined.

MGMT 501. Management Foundations. 3 credits, 3 contact hours.

This course provides foundation knowledge for MSM and MBA students whose undergraduate coursework does not include coursework in accounting and finance. It therefore, serves as a pre-qualifier for the MSM and MBA programs.

MGMT 590. Coop Work Experience I. 3 credits, 3 contact hours.**MGMT 591. Coop Work Experience II. 3 credits, 3 contact hours.****MGMT 592. Coop Work Experience III. 3 credits, 3 contact hours.****MGMT 593. Coop Work Experience IV. 0 credits, 0 contact hours.**

Prerequisites: One immediately prior 3-credit registration for graduate co-op work experience with the same employer. Requires approval of departmental co-op advisor and the Division of Career Development Services. Must have accompanying registration in a minimum of 3 credits of course work.

MGMT 610. Foundations of Management in Organizations. 3 credits, 3 contact hours.

Presented during the residence week for the Executive Program. Includes management accounting, managerial economics, statistics, operations research, marketing, MIS, and finance.

MGMT 620. Management of Technology. 3 credits, 3 contact hours.

Technology as a main component of an organizational entity. Generation, development, and implementation of technology are outlined. Influence of technology on global competitiveness is also discussed.

MGMT 625. Distribution Logistics. 3 credits, 3 contact hours.

Distribution logistics emphasizing techniques used to optimize corporate profit and customer service; transportation modes; inventory policies; warehousing and order processing; and the best logistics gross margin. Same as EM 640 and TRAN 640.

MGMT 630. Decision Analysis. 3 credits, 3 contact hours.

Introduction to the methodology of decision analysis using computer based techniques and systems analysis. Introduces concepts of modeling, probability, and choice. Addresses the philosophy and detailed methods involved in decision analysis. Methods are applied to address routine and special business decisions.

MGMT 635. Data Mining and Analysis. 3 credits, 3 contact hours.

This course provides an introduction to data mining with an emphasis on large scale databases as a source of knowledge generation and competitive advantage. Specific topics include: framing research questions; data modeling; inferential data mining techniques; and evaluation and deployment of data mining systems.

MGMT 640. New Venture Management. 3 credits, 3 contact hours.

Prerequisite: FIN 516. For the student who is considering starting or managing a new business. The course combines classroom instruction in business management and a term project involving the analysis of a business case. The course is designed to build upon and integrate the student's previously acquired business knowledge and skills into an understanding of how to start and run a new business.

MGMT 641. Global Project Management. 3 credits, 3 contact hours.

The course reviews key elements of project management frameworks with a particular focus on global projects, which include people from various organizations working in different countries across the world, both face-to-face and virtually. Such projects vary in complexity based on the number of organizations, locations, cultures, languages and time-zones involved. It discusses people, technology and processes relevant to managing global projects and virtual teamwork.

MGMT 645. New Venture Finance. 3 credits, 3 contact hours.

Prerequisite: FIN 516. This course is designed to provide students with understanding of the problems and opportunities posed by the financing of a new and growing technology-based business. Students will study the financial conditions of new businesses and examine the effect of growth upon cash flow while exploring optimal sources of capital.

MGMT 648. Distribution Channel Management. 3 credits, 3 contact hours.

Prerequisites: MRKT 330 Utilizing a strategic perspective, this course augments the understanding of how a firm can effectively manage the distribution system or network of alliances among agents, wholesalers, distributors and retailers to attain a sustainable competitive advantage. This course focuses on developing and implementing strategies for planning, organizing and controlling the various external institutions, agencies as well as in-house units that ultimately deliver products and services to consumer and business-to-business markets. In addition to electronic channels, the topics studied in the distribution process include channel strategy, channel design, channel management, as well as the selection, motivation, and performance assessment of resellers.

MGMT 649. Convention, Creativity and Innovation. 3 credits, 3 contact hours.

This course explores the role of creativity and disruptive thinking in relation to the development of new products, processes, technologies and industries. It begins with a focus on the behavioral aspects of creativity and disruptive thinking and includes exercises and tools to challenge conventional thinking. Disruption is then studied through a strategic lens with emphasis on understanding the conditions under which radical change is appropriate and when it is not.

MGMT 650. Knowledge Management. 3 credits, 3 contact hours.

Students will learn the principles of the knowledge management process. At the end of the course, students will have a comprehensive framework for designing and implementing a successful knowledge management effort and be able to assist in the development of knowledge.

MGMT 655. Global Competitiveness. 3 credits, 3 contact hours.

Improves knowledge of the issues involved in international business operations and their management. Develops skills in selecting key issues and familiarization with emerging methods for organizing and managing international operations. Emphasis will be on companies with technological, product, production, or design focus.

MGMT 656. Public Policy and Business. 3 credits, 3 contact hours.

This course explores the relationship between business and government with a focus on regulatory policies and public-private partnerships. Areas of focus include sustainability and environmental regulations, trade policies and their influence on international commerce, public policy concerning the Internet and emerging digital technologies, patent rights, and opportunities for public-private partnerships with regard to fostering economic development.

MGMT 670. International Business. 3 credits, 3 contact hours.

Covers the scope and the essential characteristics of international business in the world economy; MNEs as economic, political, and social institutions; national and international control; functional management and operations; country evaluation; and regional market analysis.

MGMT 680. Entrepreneurial Strategy. 3 credits, 3 contact hours.

For the student who is considering starting and/or managing a new business. Integrates knowledge of the different aspects of business that have been learned as separate subjects. Provides an understanding of the decisions that guide the overall operations of an entrepreneurial business organization and how it interacts with its markets, competitors, and suppliers. Combines classroom instruction in business strategy along with case analysis of small firms. Should be taken in the last semester of the program, unless prior arrangement has been made with the instructor or the graduate advisor. Taken in the final semester only.

MGMT 682. Business Research Methods I. 3 credits, 3 contact hours.

A comprehensive introduction to business research methods covering the fundamental concepts of problem definition and the research process including quantitative and qualitative research, survey research, observation methods and experimental research methods. The course also covers data analytics, including advanced descriptive and predictive analysis models, involving inferential statistics, regression and correlation analyses and non-parametric methods. The course emphasizes problem solving using advanced quantitative software tools such as SPSS, Minitab, SAS, MathLab, and R. Students will be required to work on business research case studies and projects involving the collection and/or treatment of large data sets, as well as to develop research constructs and hypotheses and to write and present reports documenting research findings and recommendations.

MGMT 683. Business Research Methods II. 3 credits, 3 contact hours.

Prerequisites: MGMT 682, MATH 640, MKTG 631 This course develops an understanding and application of multivariate analysis methods for identifying meaningful business relationships from a complex data-set. Depending on the characteristics of the measurement scales employed to draw data and the statement of the research hypotheses, the course offers an understanding of the most appropriate Multivariate Dependence and Interdependence Techniques for data analyses to find support for research problems. The guidelines for application and interpretation of results from multivariate analyses are discussed for providing business solutions.

MGMT 685. Operations Research and Decision Making. 3 credits, 3 contact hours.

Introduces the concepts of objective functions and constraints, concepts of value and utilities, optimization algorithms, networks, and game theory. Covers models of linear programming, inventory systems, multi-criteria decision-making, project management, and transportation planning. Topics discussed from probabilistic and deterministic approaches.

MGMT 686. Corporate Governance. 3 credits, 3 contact hours.

Presents inter-disciplinary perspectives on the rights, responsibilities and roles of the corporation in society. Focuses on the relationships among owners, managers, and other stakeholders. Analyzes corporate control mechanisms including ownership concentration, executive compensation, boards of directors, and the market for corporate control. Includes changes in political/legal/regulatory institutional environments over time, and develops a comparative international framework.

MGMT 688. Information Technology, Business and the Law. 3 credits, 3 contact hours.

Includes historical and constitutional foundations, crimes, and torts in cyberspace, virtual property (patents online, copyrights in digital information, trade secrets in cyberspace, and cybermarks), electronic commerce contracting, electronic commerce, electronic money and the law, and information technology and online infringement of rights of intellectual property.

MGMT 691. Legal and Ethical Issues. 3 credits, 3 contact hours.

Explores the legal and ethical responsibilities of managers. Analyzes extent to which shareholders should be allowed to exercise their legitimate economic, legal, and ethical claims on corporate managers; extent of regulation of a particular industry, individual rights of the employee and various corporate interests, and corporate responsibility to consumers, society, and conservation of natural resources and the environment.

MGMT 692. Strategic Management. 3 credits, 3 contact hours.

This course focuses on the Strategic Integration of the different functional areas in management providing a top management perspective to the role of chief executive in an organization. An integral part of this course is to understand the roles of both competitive environment and the organization's experience in developing corporate strategy to gain competitive advantage. We also emphasize ethical issues related to corporate strategies.

MGMT 699. ST.: 3 credits, 3 contact hours.**MGMT 701. Master'S Thesis. 0 credits, 0 contact hours.**

Prerequisite: approval of the assistant dean for graduate programs. For students who desire to complete a thesis in management. Students must register every semester until the thesis is completed. Only 6 credits indicated for the thesis is applied to degree credit.

MGMT 710. Forecasting Methods for Business Decisions. 3 credits, 3 contact hours.

Covers the application of forecasting techniques to various phases of business and management decision making. Topics include forecasting with cyclical and seasonal series; Box-Jenkins modeling; regression modeling; use of stochastic models; and the linkage of management forecasts to macro forecasts. Actual models in use will be reviewed and evaluated.

MGMT 725. Independent Study. 3 credits, 3 contact hours.**MGMT 726. Independent Study II. 3 credits, 3 contact hours.****MIS 620. E-Commerce Technologies. 3 credits, 3 contact hours.**

Intended to develop a basic understanding of the Internet and its underlying technologies as a foundation for e-commerce with an introduction to e-commerce applications. Addresses the technology for MIS managers to effectively manage the launching of e-commerce infrastructures. Covers data communication and networking, EDI, intranets and extranets, bandwidth and security issues.

MIS 625. Management Strategies for E-Commerce. 3 credits, 3 contact hours.

Prepares students for effective management of internet-based businesses and electronic commerce and oversight of global business activities in an increasingly competitive environment. Introduces Internet concepts and infrastructure. Examines current and proposed Internet services forming the basis of Internet commerce. Covers corporate intranets and extranets and their applications to corporate computing, seamless e-commerce, and other emerging services such as VPN. Issues are discussed, with special emphasis on security.

MIS 645. Information Systems Principles. 3 credits, 3 contact hours.

The management of information processing resources, including: role of information processing, estimates of personnel resources and budgets, integration of corporate and MIS plans, organizational alternatives for MIS departments and support staffs, management of computer operations, equipment and general software acquisitions, intermediate and long-range MIS plans, integration of personal computers, minicomputers, and mainframes, and security and controls.

MIS 648. Decision Support Systems for Managers. 3 credits, 3 contact hours.

Prerequisites: MIS 645. Covers the use of decision support systems to support management decision making in a real world environment. Topics include: establishing and measuring decision support systems success criteria, software management, elements of artificial intelligence, and statistics. Justification, design, and use of decision support systems.

MIS 680. Management Science. 3 credits, 3 contact hours.

Introduction to the methodology of decision making applying the techniques of operations research and system analysis to managerial problems. Introduction to the concept of objective functions and constraints, concepts of value and utilities, optimization algorithms, networks and game theories. Elementary mathematical model linear production systems, inventory systems, multi-criteria decision making, project management and transportation planning. Topics will be discussed from the deterministic as well as scholastic points of view.

MIS 701. Thesis in Information Systems Management. 3 credits, 3 contact hours.

Prerequisites: MIS 645, MIS 648, CS 675, CS 679 or waived with approval of the Dean. Examines what is research? Why do research? What are the objectives of research? Covers need for research, criteria for good research and research design, concept of measurement, sampling design, primary data collection, experimentation and simulation, statistical and other types of analysis, and reporting of research findings.

MIS 725. Independent Study. 3 credits, 3 contact hours.

MRKT 620. Competing in Global Markets. 3 credits, 3 contact hours.

Designed to help prepare students to become effective managers overseeing global market activities in an increasingly competitive environment. It will examine the impact of global economic, financial, cultural, political, and legal factors on the development of marketing programs and on the marketing/R&D and marketing/manufacturing interfaces.

MRKT 630. Models of Consumer Behavior. 3 credits, 3 contact hours.

Provides students a framework, the buyer decision process model, to analyze how and why products and services are selected and purchased. Impact of consumer decisions on the marketing strategies of organizations is emphasized. Focus on quality management of the marketing function to determine customer needs; provide the appropriate products, prices, distribution systems, and promotion messages; and measure customer satisfaction after purchase and use.

MRKT 631. Marketing Research. 3 credits, 3 contact hours.

Provides a research and managerial perspective on advanced marketing research methods and analytical techniques. Topics include problem formulation, research design, data collection and analysis, managerial report writing. Students will acquire experience by developing and executing their own marketing research project using sophisticated computerized analytical techniques.

MRKT 636. Design and Development of High Technology Products. 3 credits, 3 contact hours.

Focus on analysis of needs of buyers and consumers for specific product characteristics and the development of appropriate products to satisfy such needs. The process of identifying new product opportunities, screening new product concepts, product testing and test marketing, product positioning, and development of the marketing strategy and implementation plans.

MRKT 637. Marketing Communications and Promotions. 3 credits, 3 contact hours.

Communications, sales promotion, and public relations are examined from the perspective of the manager. Topics include advertising and promotion research, media selection, creative production of electronic and print materials, and the budgeting and control of their use. Field research will be stressed as part of the course project requirement.

MRKT 638. Sales Management for Technical Professionals. 3 credits, 3 contact hours.

Focuses on the promotion and sales of products in the business-to-organization market. All elements of the marketing communications mix are covered according to their importance in that market: selling, sales promotion, trade advertising, and publicity. The latest techniques are reviewed and discussed using case histories and student projects. Issues of global competitiveness, high technology products, and the role of total quality management in marketing communications are emphasized.

MRKT 642. International Marketing Management. 3 credits, 3 contact hours.

Focus on multinational enterprise in the global market, emphasizing special managerial skills required to adapt sound marketing practices to foreign cultural, political, economic and financial environments. Foreign opportunities and marketing strategies are examined. Students prepare a marketing plan for entry into an international market after conducting appropriate research.

MRKT 645. Internet Marketing Strategy. 3 credits, 3 contact hours.

Introduction to the use of the Internet and electronic commerce in the development of marketing strategy. Examines the characteristics of electronic markets, the use of Internet for data collection and market research, the Internet as a communication and distribution medium, and the development of Internet-based marketing strategies.

MRKT 725. Independent Study. 3 credits, 3 contact hours.

MRKT 753. Marketing Science. 3 credits, 3 contact hours.

Prerequisite: MRKT 631. Emphasizes quantitative model building approach to the complex problems of marketing decision making using the principles of quantitative decisions to management problems and econometrics to the understanding of large amounts of data, which lead to improvements in marketing decision effectiveness. Such areas of marketing as buyer behavior, pricing, promotion, advertising, sales force management, and new product planning will be analyzed.