

The College of Business and Technology

DEPARTMENT OF MARKETING & FINANCE

Head of the Department: Associate Professor Duggal

Professors: Budden, Cudd, Lipscomb, Tate

Associate Professors: McKay, O'Hara, Shaffer

Assistant Professors: Callens, Lewis

Instructor: Stirling

- [Finance](#)
- [Marketing](#)

FINANCE (FIN)

123. Personal Finance. Credit 3 hours. A study of the management of personal financial affairs, including budgeting, banking, insurance, installment financing, rent/purchase decisions, real estate, personal taxes and lifetime financial planning. (Cannot be used as a Finance Elective in the Finance Degree Curriculum. Not open to juniors or seniors majoring in the College of Business).

381. Business Finance. Credit 3 hours. Prerequisite: Junior standing and Accounting 200. A study of organization of business firms, financial planning, funds from operation, short and intermediate loan capital, owners' equity, long-term debt, and business promotion and expansion.

382. Problems in Business Finance. Credit 3 hours. Prerequisite: Finance 381. This course encompasses the analysis of financial policies and problems of corporate financial management in light of different operating functions. Attention is given to cases involving financial decisions for nonfinancial corporations. The primary objective of the course is to encourage independent constructive criticism of existing theories and knowledge, and to develop a personal philosophy of financial management.

383. Working Capital Management. Credit 3 hours. Prerequisite: Finance 381. A study of the analysis of financial theory and problems involving working capital. Topics include the management of cash, receivables, inventories, and short-term funding.

391. Finance Internship. Credit 3 hours. Prerequisites: Finance 381, 2.5 adjusted grade point average and permission of Department Head. Finance Internship provides a student with finance experience in an assignment selected and approved by the University with a cooperating business

firm. Students will earn three semester hours of credit for 360 hours of approved work experience. Only finance majors can receive credit for the Finance Internship course. All grades are assigned on a Pass/Fail basis.

392. Finance Internship. Credit 3 hours. Continuation of Finance 391. In order to obtain credit for Finance 392, the work assignment must be different from that of Finance 391.

401. Capital and Money Markets. Credit 3 hours. Prerequisite: Finance 381 or approval of the Department Head. This course is designed to provide the basic knowledge and tools required to analyze financial markets and their institutions. The primary objective is to provide students with adequate knowledge of the structures and practical operations of major financial markets and the underlying forces which unify them.

431. Principles of Real Estate. Credit 3 hours. Prerequisite: Junior standing. The nature of real property, principles of urban land development, classification of property rights, financing of real estate, and real estate sales.

432. Real Estate Practice. Credit 3 hours. Prerequisite: Finance 431 or a valid Louisiana Real Estate Salesman's License. A consideration of the professional aspects of real estate brokerage, property management, finance, appraisal, property development, and problems relating to real property. Emphasis is placed on the managerial and marketing aspects of operating and managing a brokerage firm.

447. International Finance. Credit 3 hours. Prerequisite: Junior standing. The financial problems and opportunities that confront the management of international firms. Sources and instruments of international finance, import and export financial considerations, and the interrelationship of governmental and international agencies to the financial function of business will be emphasized.

451/551. Investment Analysis. Credit 3 hours. Prerequisite: Finance 381. A study of the fundamental principles of business firms; major markets in the United States, and hypothetical portfolios developed using current data.

452. Portfolio Management. Credit 3 hours. Prerequisite: Finance 451. A study of financial investment alternatives and strategies in a portfolio context. Specific emphasis is given to financial engineering techniques applied in the design and management of investment portfolios within the framework of specific risk-return objectives.

470. Bank Administration. Credit 3 hours. Prerequisites: FIN 381, and either ECON 333 or FIN 401. A study of common problem situations and management techniques as they apply to the operation of an individual bank.

481. Principles of Insurance. Credit 3 hours. Prerequisite: Junior standing. A study of the business of life insurance, types of policies and annuity contracts, fire and allied fire contracts; automobile direct loss and liability insurance; other types of casualty insurance.

482. Life, Accident, and Health Insurance. Credit 3 hours. Prerequisite: Junior standing. The general principles of life, accident, and health insurance and the application to both business and personal uses.

653. Financial Policies I. Credit 3 hours. Prerequisites: Finance 381 and Graduate standing. The study of tools and techniques used in the formulation and implementation of financial policies. Specific emphasis is given to the analysis of financial statements, working capital management, valuation, capital budgeting, cost of capital, capital structure and leasing.

654. Financial Policies II. Credit 3 hours. Prerequisites: Finance 381 and Graduate standing. The study of tools and techniques used in the formulation and implementation of financial policies involving topics not covered in FIN 653. Specific emphasis is given to the analysis of risk management, dividend policy, the investment banking process, hybrid financing, bankruptcy and reorganization, mergers and divestitures, and multinational financial management.

657. Financial Institutions Management. Credit 3 hours. Prerequisite: Finance 381 and Graduate standing. A case-oriented introduction to the mechanics, operation, and structure of the financial intermediary system. Emphasis is placed on developing an understanding of financial markets, monetary policy and the international financial arena.

695. Special Topics in Finance. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in finance. This course may be repeated once for a total of six credit hours if different topics are studied.

MARKETING (MRKT)

123. Contemporary Marketing. Credit 3 hours. A survey course which introduces the student to the ABCs of marketing. Focuses on current developments in the application of marketing techniques in such areas as entertainment (e.g., movies), special events (e.g., festivals, sports, concerts), and e-Commerce. Designed to serve various groups of students-those from other colleges/departments who would like to develop an understanding of marketing; those who are undecided about a major and would like to explore marketing as a possibility; and those who desire to take a contemporary marketing course to assist them in their present career path. Not open to students who have previously earned credit for Marketing 303 or Juniors and Seniors majoring in the College of Business.

303. Principles of Marketing. Credit 3 hours. Prerequisite: Junior standing. An introductory analysis of the marketing functions and institutions; problems involved in the methods of marketing products; introduction to the area of marketing management.

314. Public Relations. Credit 3 hours. Prerequisite: English 102 and Junior standing. This course provides an introduction to the purposes and practices of public relations, its role in administration, its

role in society, and its potential as a career. This is a survey course which emphasizes both theory and practice.

315. Web Basics. Credit 3 hours. Prerequisites: Junior standing, MRKT 303, and GBBT 210. This course introduces students to the process and tools of designing, creating, publishing, and managing Web sites. Other topics will include the use of text, graphics, sound, video, and digital imaging, e-mailing, newsgroups, Webboard discussions, Intranets, and the legal, social, and ethical issues faced by Internet marketers.

319. Consumer Behavior. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A study of consumer interests, consumer needs, and demands, and an exploration of the cultural, social, and psychological determinants of buying behavior. Emphasis is placed on the behavioral sciences with the aim of providing bases for developing marketing strategy.

321. Personal Selling. Credit 3 hours. Prerequisite: Junior standing. A study of the principles of salesmanship; including background for selling, and the selling process, with special emphasis on the oral sales presentation by the student.

331. Retailing. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A course dealing with the retail store, emphasizing the importance of organization, location, store policies and administrative decision making.

332. Business to Business Marketing. Credit 3 hours. Prerequisite: Marketing 303 and Junior standing. A problem-solving approach to the marketing of business, industrial, and governmental goods and services; including an analysis of the purchasing function from the vendor's viewpoint. Emphasis is given to product planning and development; technical advisory and management services; distribution channels and methods; cost/price/profit relationships and practices; and promotion in the various segments of the industrial market.

342. Advertising. Credit 3 hours. Prerequisite: Junior standing. An introductory course in advertising, including an explanation of its vast importance in the distribution of consumer goods, description of the various methods of advertising and the developing of the copy and the layout of the complete advertisement.

391. Marketing Internship. Credit 3 hours. Prerequisite: Marketing 303, 2.5 adjusted grade point average and permission of the Department Head. Marketing Internship provides a student with marketing experience in an assignment selected and approved by the University with a cooperating business firm. Semester hours credit are earned at a rate of one semester hour for each 120 hours of approved work experience. Only marketing majors can receive credit for the Marketing Internship course. All grades are assigned on a Pass/Fail basis.

392. Marketing Internship. Credit 3 hours. Continuation of Marketing 391. In order to obtain credit for Marketing 392, the work assignment must be different from that of Marketing 391. 425. Sales Management. Credit 3 hours. Prerequisite: Marketing 303. A study of the principles and concepts of sales planning and control. Emphasis is placed on the organization of sales departments, developing

territories, motivating salesmen, and control over sales operations.

432. Marketing Research. Credit 3 hours. Prerequisites: Marketing 303 and Management 261. A study of modern marketing research techniques and their application by marketing management to marketing strategy, sales forecasting, pricing, packaging, distribution, and other areas requiring marketing management decisions.

435. e-Commerce and Marketing Strategy. Credit 3 hours. Prerequisites Junior standing, MRKT 303 and 315. This course introduces students to Internet-based marketing strategy and related issues, ranging from identification of market opportunities via WWW to evaluation of marketing strategy on the Internet. Topics include: e-Business models, identification of online business opportunities and market segmentation, online marketing research, online customer behavior, the Internet marketing strategy and its components, the Internet as a distribution channel, Internet sales process, virtual storefront, online customer relationship management, effective pricing decisions, and implementation of e-commerce marketing strategy and its evaluation.

443. International Marketing. Credit 3 hours. Prerequisite: Marketing 303. A study of resources of foreign market information; trading channels abroad; elements of foreign market surveys; foreign sales promotion; financing of international trade transactions.

444. Marketing Management. Credit 3 hours. Prerequisites: Marketing 303, 432 and Senior standing. A study of Marketing from managerial viewpoints. A critical analysis of opportunity assessment, marketing planning and programming, marketing leadership and organization, evaluation and adjusting marketing effort.

475/575. Current Marketing Issues. Credit 3 hours. Prerequisite: Marketing 303 or consent of the instructor. A variable content course which treats subjects of special interest in the field of Marketing. The content may change from semester to semester and will be announced in advance. May be taken by both majors and non-majors. May be repeated once for a total of six-hours credit if different topics are studied.

623. Marketing Communications. Credit 3 hours. Prerequisites: Marketing 303 and Graduate standing. A study of the role that advertising, marketing information systems, personal selling, promotion, public relations, and communications theory play in the accomplishment of a firm's total marketing objectives.

650. Business Research. Credit 3 hours. Prerequisites: Management 261, 645 and Graduate standing. Examination of research methods and techniques and their application to individual problems. Introduction to sources of business information. Emphasis on basic experiment, survey, and descriptive techniques. The place of business research in management.

673. Marketing Administration. Credit 3 hours. Prerequisites: Marketing 303 and Graduate standing. A study of the various problems and policy decisions required in the areas of product policies, price policies. distribution policies, and promotion policies.

695. Special Topics in Marketing. Credit 3 hours. Prerequisite: Graduate standing. A seminar course focusing on selected issues in marketing. This course may be repeated once for a total of six credit hours if different topics are studied.