

MBA Program Course Descriptions

COMPARE MBA PROGRAMS

ScheduleConcentrationsCoursesCourse DatesStudent Demographics

Required Core Courses

ACC 670 - Financial Reporting and Analysis

The course focuses on the analysis and use of financial accounting information in the evaluation of corporate performance. The course initially demonstrates the accounting process and resulting generation of financial statements. Building on these core accounting concepts, the course emphasizes the understanding of financial statements prepared under U.S. and International Accounting Standards and the analysis of these financial statements including common size analysis, ratio analysis, the impact of taxes, and credit analysis. Completion of the course will enhance the student's ability to read, interpret and analyze financial statements for making investment, credit, acquisition and other evaluation decisions.

ACC 671 - Accounting for Decision Making

The course focuses on the use of accounting information in reporting managerial performance and making business decisions. The course covers the preparation and use of managerial accounting information for use in planning, budgeting, control, break-even analysis and pricing, including the impact of taxes. Completion of the course will enhance the student's ability to understand managerial accounting reports and use this information in making decisions.

BSL 690 - Legal and Ethical Implications of Business Decision Making

The course includes an introduction to our legal and governmental regulatory system, as well as a review of constitutional considerations for businesses. Morality and ethics are defined and distinguished. Applied philosophy is then introduced, to give the student a foundation upon which to analyze the ethical dimensions of common business questions. The relationship between the letter and the spirit of the law is examined. Specific business topics and their legal and ethical aspects are then addressed. This includes, but is not limited to, discussion of the following areas: consumer relationships; business organizations; the balancing of corporate vs. individual power (employee rights and responsibilities, employment discrimination); and the emerging ethic of a global economy.

BTE 610 - Foundations of Management Information Systems

This course is designed to provide the foundations in management information systems required to understand and effectively run an enterprise wide systems operation. Topics include: The role of the CIO, managing Information Technology (IT) as a strategic resource, the business of process engineering, IT planning, IT governance and communication, the internet and eBusiness.

ECO 685 - Managerial Decisions in a Global Economy

Modern techniques of economic analysis and decision science are applied management of the firm in a global environment. Business planning and the determinants of supply and demand are an integral part of the course. The principal forms of business organization and dissolution are reviewed. The issues confronted by the firm: Principal-agent problem (or how to motivate managers to act in the best interest of the owners, the shareholders), moral hazard, discounting of free cash flow and terminal value, economies of scale and scope, and strategic management decision making are covered.

FIN 641 - Valuation and Financial Decision Making

Introduction to finance. Topics include the principles of finance; the time value of money; capital market efficiency; basic security valuation; basic capital budgeting; risk, return, and asset pricing model; and the cost of capital.

FIN 642 - The Financial Environment

A continuation of FIN 641. Topics include an introduction to the global securities markets and foreign exchange; basic derivatives, real options, agency theory, fixed income securities, the term structure, investment banking, short-term financial management and planning, and corporate financial policies.

MAS 631 - Statistics for Managerial Decision Making

This course aims to familiarize the students with statistical theory, tools and methods required for business systems analysis and improvement. Topics include descriptive methods, elementary probability, random variables and their distributions, hypothesis testing and confidence intervals, as well as statistical modeling and regression.

MAS 632 - Management Science Models for Decision Making

This course aims to familiarize the student with Management Science tools for business systems analysis and improvement. The coverage includes linear and integer programming models, project management, simulation, queuing and decision analysis. Some widely used software will be illustrated through examples and case studies derived from business applications.

MGT 620 - Managing Through People

This core course in the MBA program introduces students to some of the key behavioral topics necessary to manage oneself and others in organizations. Specifically, the topics covered include

individual attributes (personality, perception, motivation, relationship building), group processes (norms, roles, and team basics), leadership views, and organizational culture/change. An understanding of the relationship between each of these areas and organizational outcomes is enhanced through lecture, cases, and interactive exercises.

MGT 643 - Principles of Operations Management

Introduction to operations management, forecasting, process analysis, aggregate planning and capacity management, waiting line management and system design, quality management, inventory management.

MGT 675 - Business Policy and Strategy

The objectives of the course are to improve the student's ability to think strategically and to provide an intellectual framework that enhances understanding of the MBA program. The course focuses on relationships among the firm, its strategy, and its environment; why firms choose certain businesses; which business strategies are successful; and how firms can change in response to a dynamic environment. Models for strategic formulation, implementation, and control are developed that facilitate an integrated understanding of the courses that comprise the MBA curriculum. Readings and lectures illustrate strategic management theories and frameworks while case discussions, experiential exercises, and team projects provide opportunities for application.

MGT 677 - Corporate Strategy and Organization

This capstone course focuses on the perspective and skills of the general manager. Its purpose is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Since the focus is on pragmatic, action-oriented general management skills, the course will be taught primarily through the case method and will require both written analyses and case presentations.

MKT 640 - Foundations of Marketing Management

The course introduces students to the analytical concepts and tools of marketing management. Special emphasis is placed on the relationships between marketing and overall company strategy, the development of a customer orientation, the integration of marketing throughout the organization and the implementation of systems for planning and controlling the marketing effort. Students consider problems of consumer analysis, product planning, integrated communication, distribution and pricing. The discovery and application of marketing management skills are developed through the use of readings, cases, exercises, and class discussions.

MKT 650 - Strategic Marketing

The objective of this advanced MBA course is to develop the skills necessary to strategically manage business-unit level marketing activities in a multi-brand firm. This necessitates examining all marketing

mix elements, R&D, financial and production considerations simultaneously in the context of the many markets, products and services that may concern a typical firm. The emphasis of the course is on understanding internal capabilities, market competitors as well as our customers. The course will utilize a market simulation exercise, cases and readings.

MBA ELECTIVES COURSES

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ACC 602 Analysis of Financial Statements (3 credits)

Course emphasizes the fundamental techniques of financial statement analysis. Building upon core accounting and investment concepts, the course covers the analysis (including ratio analysis) and interpretation of financial accounting information including the balance sheet, income statement, and statement of cash flows. The course also examines the use of accounting information in investment and credit decisions.

ACC 603 - Studies in Financial Reporting Issues (3 credits)

An exploration of complex financial reporting issues using the case method. Prerequisites: ACC 311 & ACC 312.

ACC 610 Accounting Research and Theory (3 credits)

This course is an introduction to research in financial accounting. In this course, students will become familiar with the foundations of accounting research, including hypothesis development, data collection, and data analysis. To this end, students will become familiar with empirical research in accounting, learn to construct a dataset for hypothesis testing, and conduct some basic statistical analysis (e.g., Ordinary Least Squares regressions). Accounting topics covered will include accounting information and the capital markets, financial restatements, accounting method choice, earnings management, earnings quality, and international accounting. Prerequisite: ACC 312.

ACC 611 Auditing Seminar

Practical applications of auditing and research into audit matters. Emphasis of the course is placed on cases involving audit failures, appropriate auditing procedures, reporting, and exercise of audit judgment. Prerequisite: ACC 402

ACC620 Accounting Controls in Information Technology (3 credits)

Course develops students' understanding of the theory and practice of relational database management systems in the accounting view of enterprise-wide databases. With a focus on controls, students build accounting systems elements related to main accounting transaction cycles, the revenue cycle, and the purchase cycle. Prerequisite: ACC 306

ACC 623 International Accounting and Taxation (3 credits)

Course covers tax accounting and business considerations in the global business environment. U.S. tax issues involved in international transactions, working across national borders, the Foreign Corrupt Practices Act, money laundering, and uses of accounting information in managing an international business. Prerequisites: ACC 670 and 671.

ACC 640 Corporate Taxation I

Course covers treatment of the corporate form of organization, its related opportunities, and problem areas, including formation, tax formula, non-liquidating and liquidating distributions, capital structure, redemptions, alternative minimum tax, S corporation election, and operation. Prerequisites: ACC 303 & ACC 404.

ACC 641 Corporate Taxation II

An in-depth study of taxable and nontaxable corporate reorganizations. An introduction to affiliated corporations, requirements for consolidated returns, and their associated problems and opportunities are discussed. Prerequisite: ACC 640

ACC 643 Tax Research

Study of the tax practice environment including the Treasury Department, the Courts, and the legislative history of the Internal Revenue Code. Ethics in tax practice are also examined. Course includes training in the use of tax services such as RIA Checkpoint and LEXIS, in performing tax research. A research methodology for solving tax problem cases is studied and cases to be researched are assigned. Prerequisites: ACC 303 & ACC 404.

ACC 645 Partnership Taxation

Taxation of partners and partnerships; formation, termination, distributions, liquidations and sales of partnership interests are covered. Limited partnerships in conjunction with their use as tax shelters are discussed as well as family partnerships, limited liability companies and LLPs. Prerequisites: ACC 303 & ACC 404.

ACC648 Financial Reporting Implications of Income Taxes.

This course is designed to provide the foundation necessary to understand the financial accounting and reporting of book-tax differences. The course will cover the preparation of the income tax provision and related financial statement disclosures in conformity with U.S. GAAP (FASB ASC 740) Prerequisites: ACC 312 AND ACC 404 OR EQUIVALENT.

ACC649 Issues in Tax Policy

A study of tax policy issues inherent in individual and corporate income taxes, consumption taxes, wealth, and wealth transfer taxes. Focus is placed on the purposes of taxation and the development of a "good" tax system.

ACC 662 Taxation of Multinational Corporations

This course introduces the fundamental tax concepts underlying U.S. taxation of international transactions. Topics include the taxation of U.S. corporations with income from foreign sources, intercompany pricing, anti-tax avoidance provisions, and tax treaties. Prerequisite: ACC 640.

ACC 672 Advanced Financial Analysis

Advanced Financial Analysis builds on the analytical techniques developed in the basic financial statement analysis course, Accounting 670: Financial Reporting & Analysis, to augment your understanding of more complex financial reporting issues and to introduce you to the valuation of equity investments. The viewpoint is that of the user of financial statements, particularly from the standpoint of an equity investor or purchaser of a business. We discuss each financial reporting issue in terms of its effect on assessments of a firm's profitability and risk. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities. Prerequisites: ACC 670 and 671

ACC675 Compensation, Incentives and Strategic Control

Internal control is the process by which owners influence manager's of organization to implement the organization's strategies. The key idea is that different organizations typically have different strategies which in turn require different control systems for effective implementation. Internal control involves both formal systems and informal processes. Accounting 675 will begin by describing the formal aspects of management control such as the design of responsibility centers, budgets and standards, performance reports and management compensation. We will then explore the economic and financial reporting consequences (perhaps unintended) of various performance measurement mechanisms. In particular, we will focus on issues of short-termism, earnings, management, and attendant control failures that plague Corporate America today. Finally, we will discuss some of the regulatory changes brought about in recent times (e.g., Sarbanes Oxley) to address the apparent widespread control system failures. Prerequisite: ACC 301 OR ACC 672 OR PERMISSION OF INSTRUCTOR

BSL 691 The Public Corporation: Legal Perspectives

The Public Corporation: Legal Perspectives reviews the laws governing the formation, operation, regulation, and governance of the public corporation with the objective of providing the graduate business student a sophisticated examination of the legal and social aspects of managing the money of others. Further, the course examines the rules and regulations governing the raising of capital from the public through the sale of securities for the development of and investment in a private enterprise.

BSL 692 Legal Implications of International Business Transactions

International legal framework, transactional legal issues in finance, marketing, management, and distribution. Case studies in substantive international legal topics such as international sales contracts, international documentary sale, international terms of trade, legal implications and substantive rules governing international finance, collections, payments, and letter of credit, the resolution of

international disputes with a particular emphasis and examination upon the management of litigation, enforcement of foreign judgments, and alternative dispute resolution are also included.

BSL 694 Real Estate Law

Real Estate Law focuses on the U.S. legal system as it relates to the buying, selling, and financing of real property. In addition to traditional text material, the analysis of U.S. court cases is used to detail the legal factors of ownership rights and liabilities, specific interests in real property, contracting issues related to the purchase and sale of real property, as well as financing and closing the real estate transaction. The course provides a problem-solving experience, which is intended to develop graduate students' critical thinking process as well as their skills in oral and written communication.

CIS 612 Enterprise Technologies

Course addresses the needs of business students who wish to expand their understanding of information technology fundamentals. Focusing upon their use in today's enterprises, the course aims to provide students with knowledge of a variety of technological concepts commonly used in the IT Organization's systems development initiatives and enables students to understand the implications of deploying such technologies within the enterprise.

CIS 613 Business Intelligence Technologies

Course facilitates business decision makers in their understanding of data analysis tools that operate over data warehouses and 'data marts' more commonly referred to as Business Intelligence. Course focuses upon using technologies to drive effective data driven decision making through effective mining of corporate data warehouses, thus improving operational efficiency and ultimately increasing profitability. Students are exposed to the concepts, analysis techniques, data cubes, and manipulation of information extracted from a data warehouse that enables the formulation and execution of business strategies. Data analysis case studies are used to reinforce students' understanding and strategic use of results to accomplish business objectives.

CIS 617 Information Technology Project Management

Course covers the identification and development of information technology plans for projects supporting the organization's business objectives and all activities required in the initiating, planning, executing, controlling, and closing phases of the project's lifecycle. Course is intended to provide the body of knowledge and best practices necessary for a new Consultant, Business Analyst or Project Manager to successfully perform his/her responsibilities on a wide variety of IT enterprise projects.

CIS 689 Entrepreneurship: Launching a High-Tech Venture

The course introduces students to the basic building blocks of the entrepreneurship process with particular attention upon the creation of high technology ventures. The course covers the motivational factors for adopting this business path, the role of venture capital, how to build a culture of creativity and the importance of using the correct recruitment models. The course enables students to run start

up businesses through simulations and discuss situational topics through case studies. The students are exposed to the legal documents of entrepreneurial ventures and learn how to write a business plan.

FIN 644 Real Estate Investment and Appraisal

This course will introduce you to the theoretical concepts and analytical techniques used to make a decision to purchase an ownership interest in a commercial real estate project. There is heavy reliance on Excel applications and the use of the Argus database that is a standard resource in the commercial real estate market. Prerequisite: FIN 641

FIN 645 Real Estate Finance

introduce you to the theoretical concepts and analytical techniques used to make a decision to loan money for the purchase or development of a commercial real estate project. Prerequisite: FIN 641

FIN 650 Financial Investments

This course builds on FIN 641 and FIN 642 to provide a more advanced knowledge of the field of investments, particularly the fixed income markets, portfolio construction, asset pricing, and behavioral biases affecting financial decisions. Prerequisites: FIN 641 and 642.

FIN 651 Advanced Topics in Investments

This course is about applying finance theory to the practice of investments. Topics include building a term structure model, building a fixed income portfolio, performance standards and measurement, and the role of futures and options in portfolios. Prerequisite: FIN 650.

FIN 660 International Finance

Finance 660 builds on Finance 641 and 642 and introduces students to the concepts that are important in today's dramatically changing global economy. The course covers the international monetary system; the interrelationship between national economies through the balance of payments; the economic relationships that determine a currency's value relative to other currencies and real goods; the markets and instruments of international finance; currency crises and contagion; the hedging of international risk exposure; and international portfolio investment. Prerequisites: FIN 641 and 642.

FIN 670 Corporate Finance

Finance 670 builds on Finance 641 and 642 and focuses on financial decision making from a corporation's perspective. Issues addressed include capital structure, management of corporate liabilities, leasing and other asset-based financing techniques, advanced treatment of capital budgeting and some of the complex issues involved, and corporate mergers and acquisitions. Prerequisites: FIN 641 and 642.

FIN 671 Advanced Topics in Corporate Finance

This course builds directly on Finance 670 and on the MBA core classes, Finance 641 and Finance 642, and relies mainly on the analysis and vigorous class discussion of a variety of real-world cases. The cases cover a broad range of topics, including short- and long-term financing, capital budgeting decisions, corporate valuation, hedging with options and futures, dividend policy and share repurchases, corporate financial strategy, and other current issues in corporate finance. Prerequisite: FIN 670.

FIN 674 Financial Analysis of Mergers and Acquisitions

This course is designed to develop an understanding of (1) the economic and financial issues involved in the acquisition of a company; (2) the analytical valuation tools used to evaluate an acquisition; and (3) potential and empirical stock market reaction to an acquisition. Students are then asked to apply their understanding of the issues to analyze cases involving various aspects of acquisition. Prerequisite: FIN 670

FIN 681 Financial Institutions

Finance 681 builds on Finance 641 and 642 and focuses on the management of financial institutions, such as banks. Topics include risk management; deposits and deposit insurance, liquidity, reserve requirements, capital adequacy, liability management, investment interest rate risk; and current issues connected with financial institutions. Prerequisites: FIN 641 and 642.

FIN 685 Mathematics of Financial Derivatives

Finance 685 builds on Finance 650, 660, and 670. This course provides an in-depth mathematical treatment of derivatives, and is divided into three parts: (1) options; (2) futures and forwards; and (3) other derivative instruments, which include options on futures, foreign currency derivatives, swaps, exotic options, and financial engineering. The emphasis is placed on equity instruments, although there is also some coverage of short and long-term interest bearing instruments. Prerequisites: FIN 650, 660, 670.

FIN 698 Selected Topic: Financial Modeling

This course takes a variety of finance topics and implements them using practical spreadsheet models. Students will use the Internet and financial databases to obtain input data for their models. Students will learn Visual Basic for Applications (VBA) to design functions and macros that will enhance their models. In addition to class time, this course will meet in the computer lab (a classroom) for hands-on instruction. Students are presumed to have a working knowledge of Windows and Excel, as well as a good understanding of the material taught in the core finance classes. For the lab portion, students will need a laptop computer that runs Microsoft 2007 (McIntosh versions will NOT work).

MGT 621 High Performance Leadership

Leadership skills are critical for high performing organizations. Course utilizes lecture, cases, exercises, self-assessments, and contemporary reading materials to present leadership approaches that both motivate and enable employees to perform beyond normal or ordinary expectations. Topics include followership and organizational culture, power, influence, rewards and punishments, path-goal and exchange theories, participation and empowerment, charismatic and transformational leadership, and contingency and cognitive resources theory.

MGT 622 High Performance Teams

This elective course highlights how to manage and construct effective teams to achieve strategic goals. Team-based organizations have been created to enhance organizational performance. The benefits of effective team leadership are performance beyond expectations and enhancement of learning for employees. Topics covered include team decision-making, team leadership, diversity in teams, conflict resolution, and team creativity.

MGT 623 Human Resource Systems

Leaders must manage their human resource assets effectively to achieve high performance organizations. Course topics include recruitment and selection of high performance employees, designing performance appraisal systems, implementing policies to satisfy legal issues impacting human resources, and instituting training/development systems.

MGT 625 Entrepreneurship: Creating New Ventures

The course is designed to help students understand the basic essentials for creating a new venture. Among some of the topics covered will be: preparation of a business plan, securing sources of capital, choosing and creating appropriate distribution channels, and understanding the complexities of selecting a management team. Students will be required to critique and develop business plans as a key evaluation component for this course.

MGT 645 Principles of Supply Chain Management

Course introduces students to the business discipline of Supply Chain Management (SCM) which centers on concepts and techniques that enables firms to better coordinate material and information flows, and non-material activities associated with logistical and marketing processes that occur within and across organizations. Course also discusses concepts and recent influential innovations in SCM (e.g., Cross-Docking, Vendor Managed Inventory (VMI), Third-Party Logistics (3PL), Efficient Consumer Response (ECR), and Quick Response (QR)). Prerequisite: MGT 643.

MGT 679 Merger and Acquisition Strategies

This course examines the merger and acquisition growth of two sets of actors. First, it focuses on 'financial buyers' (hedge funds, leveraged buy-out groups, private equity funds) that acquire with the intention of divesting the asset at a profit in the near or medium term. Second, it focuses on 'strategic buyers' (corporations and companies) that acquire with the intention of operating the acquired asset as

a stand-alone business or by integrating it into an on-going operation or set of businesses. The course utilizes lectures, case discussions, presentations, and guest speakers to examine issues of strategy formulation and subsequent execution.

MGT 691 International Management

Course is designed to provide an overview of management problems and issues for organizations and executives operating internationally. Students learn how multinational enterprises are different, why they behave as they do, and how to apply management principles to problem-solving in such contexts.

MGT 698 Practical Applications of the Investment Process

This course is intended for students who anticipate a career (or are simply interested) in the financial services industry, with particular emphasis on the investment industry including private equity, long-short equity, distressed debt and real estate. The course is designed to replicate the training regimen that would be experienced by a new associate in a private equity firm or hedge fund. Topics will include macro economic analysis, industry and target identification, asset valuation, due diligence, deal structure and negotiation, and post-acquisition management and control. In addition to required readings, discussion, and analyses due in each class session, the course will culminate in a 5-10 minute deal "pitch" in the last session based on the tools and techniques acquired during the course.

MAS 633 Introduction to Quality Management

Introduction to the major elements of Dr. Deming's theory of management, including Dr. Deming's System of Profound Knowledge and Fourteen Points for Management. Additionally, participants are introduced to "Six Sigma" tools and methods. These tools and methods have been adopted with great success by many of the largest organizations in the world, for example, General Electric, Allied Signal, DuPont, American Express, and J.P. Morgan. Additionally, the course is a prerequisite for the "Six Sigma" Green Belt certification examination. Prerequisite: MAS 631

MAS 634 Administrative Systems for Quality Management

This course presents a model to pursue quality management (QM). It features administrative systems and structures necessary for Quality Management. The administrative systems and structures presented in this course are required to sit for the six Sigma Management "Green Belt" certification examination. Prerequisite: MAS 633.

MAS 635 Design of Experiments

This course presents tools and methodology useful in conducting experiments that provide valid answers to questions of interest to the experimenter. The course discusses an overall approach to obtaining and analyzing experimental data, the advantages of using structured multi factor experiments to screen for important factors, ways of minimizing the amount of data points needed to obtain desired information, and how to identify values of experimental factors that optimize the value of measured responses. Factorial designs, fractional factorial designs, screening designs, and response surface

designs are presented. Emphasis is placed on the knowledge required for proper application of these methods through many examples in business and quality management. Prerequisite: MAS 631.

MAS 636 Statistical Process Control and Reliability

This course aims to introduce some fundamental concepts of statistical process control and reliability with an emphasis on business applications. The first part of the course focuses on control charts and other tools that are used to monitor and improve business processes. The second part of the course introduces some basic ideas of reliability models and presents methods used in identifying failure modes in products and in business systems. Prerequisite: MAS 631.

MAS 637 Applied Regression Analysis and Forecasting

This course aims to familiarize the student with statistical prediction. It covers simple and multiple regression methods as well as time series and forecasting models in business. Instead of theoretical development, the course emphasizes the application of these methods in business systems analysis and improvement. Prerequisite: MAS 631.

MAS 638 Management Science Consulting

The purpose of this course is to enhance students' consulting skills in management science. In addition to skills of modeling and choosing appropriate tools for analysis, these include the communication skills of presenting quantitative and analytical material in business settings. The course is structured around a set of case studies that are based on real applications of management science models and methods discussed in MAS 631 and MAS 632. Prerequisites: MAS 631 and 632.

MAS 663 Project Management and Modeling

This course considers the various methods, techniques, and software tools of project management and modeling with special emphasis on real estate projects and development. Topics include: Project selection and strategy, risk assessment, conflict and negotiation, budgets, costs, and resource allocation, monitoring and information systems, project control and auditing, and project closure. The course is designed to show the integration of the various roles of owners, developers, builders, architects, and engineers in the project management process. Prerequisites: MAS 631 and 632.

MKT 641 Marketing Research

The objective of the course is to allow students to understand functional analysis of consumer and market behaviors utilizing statistical tools. The course will cover topics of secondary sources of data, sampling, questionnaire design, and analysis and interpretation of data. Project and case analysis methods will be used for instruction. Prerequisite: MKT 640

MKT 644 Services Marketing

Course develops skills necessary to manage companies in an increasingly service-oriented and technology-driven economy and to gain sustainable competitive advantage through delivering superior

quality services. Course covers the special marketing challenges posed by the unique characteristics of services and discusses their managerial implications. The need and strategies for synergistic management of operations, systems, and people to satisfy customers in order to achieve marketing excellence and superior financial performance is also included. Prerequisite: MKT 640

MKT 645 International Marketing

Course analyzes the theories and practice of international marketing management. Course allows students to understand markets and aid in the development of marketing plans based on the nature of national as well as international markets. Issues of globalization, standardization, intermarket segments, trading blocks, global marketing strategies, local branding, global branding in the context of customer movements, product development, pricing, distribution, communication, and segmentation in global markets are also discussed. Prerequisite: MKT 640

MKT 646 Consumer Behavior

Overview of psychological and normative principles of consumer decision-making and judgment through focusing on underlying behavioral research and theory. How people process information, make decisions involving risk and uncertainty, conflicting objectives, and imperfect information is discussed. The implications of consumer behavior on marketing strategy are highlighted. Prerequisite: MKT 640

MKT 647 Advertising and Communication Management

Billions of dollars are wasted every year on ineffective advertising and communication campaigns. This problem is due to an absence of a compelling strategy to serve as a foundation for developing creative executions and media plans. The course provides a balanced analysis of strategy and execution of integrated marketing communication campaigns. The effectiveness of existing and emerging communication vehicles to attain strategic marketing goals are assessed. Special emphasis is placed on advertising, sales promotions, and online communications. Current and historical campaigns are also reviewed. Course requirements include case reports, projects, and class participation. Prerequisite: MKT 640

MKT 648 New Product Development and Marketing

This course enables students to appreciate the systematic approach that goes into the creation and marketing of new products. Practical aspects of developing and marketing new products are included through two assignments and one class project. Prerequisite: MKT 640

MKT 649 Strategic Brand Marketing

More and more firms have come to realize that their brands are among their most valuable assets. The goal of this course is to teach students the strategic significance of brands in creating shareholder value. Students should develop fluency with the core principles associated with branding including: an understanding of how to develop a brand positioning; managing total brand experience; how to manage the brand relevancy over time; familiarity with the various qualitative and quantitative methodologies

that are used to evaluate brand equity; how to achieve growth through brand extension; brand design and brand messaging. The basic philosophy for this course is to blend theory and practice of brand management. Branding is both an art and a science. Few branding situations have a definitive, unqualified "right" answer as to what is the best approach. However, when armed with relevant and comprehensive theories, appropriate frameworks and models, and familiarity with past successful and unsuccessful branding strategies, managers can make better and more informed decisions that are more likely to yield successful implementation. Prerequisite: MKT 640

RED 601 Introduction to Real Estate Development and Urbanism (3 credits)

Fundamentals of real estate development of urban places, including the many challenges of the development process such as analyzing market sectors and development opportunities, comprehending the development context of regulation, public policy and politics, raising investment capital, assembling land, program formulation, building types, construction management, marketing, and sales.

RED 660 Urban Infill, Preservation & Mixed Use Development (3 credits)

Builds students' competencies for infill and redevelopment practice focusing on: mixed-use development, transit oriented development, barriers and solutions for urban infill development, urban site analysis, repositioning of urban land, vacant and underutilized properties, long-term land leases, tax incentives, historic preservation, public-private partnerships, business improvement districts, tax increment financing, community (re)development districts, parking strategies, and urban housing types.