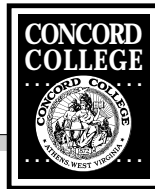


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Special Academic Programs & Opportunities

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Academic Advising

ONE OF THE MAJOR WAYS in which the College expresses its concern for the academic development of each student is in the program of academic advising coordinated by the Office of the Vice President and Academic Dean. Each student is assigned an advisor in his or her major field of interest. Students who have not decided upon a major or teaching option are assigned a temporary advisor until a choice is made. Provision is made for the change of advisor, if this is necessary, by consulting the division office in the student's major area. The advisor is the student's major contact point with the College. Questions concerning curriculum, regulations, course selection, change of major, and academic achievement should be taken to the student's advisor. Personal or social problems of a more general nature can be taken to the student's advisor for referral to the appropriate College or community service. See section on counseling, page 148.

Planning a Course of Study

Graduation from Concord College requires a minimum of 128 semester hours credit. A semester hour is equivalent to a class meeting once a week for a semester; a course carrying three semester hours credit, therefore, normally meets three times a week in one-hour class periods throughout the semester. A semester is approximately sixteen weeks in length. Most courses are three semester hours, some with laboratories are four-hour courses, and a few courses carry a different number of hours credit. This number is found in parentheses at the beginning of each course description.

A normal course load for Fall or Spring Semester would be four or five courses totaling about fifteen or sixteen

hours credit. Sixteen hours taken over eight semesters would complete the total of 128 hours in four academic years without Summer study. It is not just any 128 hours that is required, however, but the total including all the specified courses required for the degree being sought. Most degree programs can be completed within 128 semester hours; certain combinations of majors and minors, or teaching fields, may require a few more hours.

Many students find it necessary to take courses in one or more Summer terms in order to complete their requirements within four calendar years. Seven credit hours may be taken in each of the two terms offered each Summer session.

Concord College reserves the right to prescribe not only the courses required for a degree, but the order in which those courses may be scheduled by a student. This is because a college education is regarded as a whole, the parts of which should be developed in proper relationship one to another, not simply as a random collection of credit hours.

Definition of Terminology

The following terms may be helpful to students in their program planning.

MAJOR: *Under the Bachelor of Arts, Bachelor of Science, or Business Administration degrees, the student's non-teaching field of primary academic emphasis. The courses may fall within a single department or may overlap several departments for a comprehensive major.*

MINOR: *Under the Bachelor of Arts, Bachelor of Science, or Business Administration degrees, the student's non-teaching secondary academic emphasis.*

TEACHING FIELD(S): *Under the Bachelor of Science in Education degree, the*

ACADEMIC PROGRAMS

student's program of courses in a specific field or fields required for teaching in the middle and/or high school. One or two fields may be selected.

SUBJECT SPECIALIZATION:
Under the Bachelor of Science in Education degree, the student's specific specialization taken along with a core program for teaching in the elementary and/or middle school.

EMPHASIS: *In some degree programs, the student selects a non-teaching area of emphasis, along with the required basic courses.*

Evening Classes

The College offers a number of its regular campus courses at night. The schedule of courses for any semester will indicate which courses will meet in the evening. Students successfully completing these courses are given residence credit, if they are fully admitted to the College. Regular students may take evening classes as part of their full schedule. For those taking less than full course loads, including persons enrolled only for single courses, part-time fees prevail as described on pages 151-152.

Workshops

Workshops on and off campus may be scheduled, depending on the needs expressed and the availability of Concord faculty for such service. Workshops occasionally are scheduled as courses on campus, for which college credit is given to those properly enrolled. They usually carry one to three hours of credit, and may not be taken for credit in that subject more than once. Non-credit workshops may be arranged for particular purposes, in consultation with College officials. All workshops are subject to approval by Concord College, and they must follow the regulations of the West Virginia State College System. Workshops carry the number 225.

Public Service Learning Internships

Each fall and spring semester, the West Virginia State College System sponsors a number of off-campus student internships. The majority of these are in State government offices in the Charleston metropolitan area. They are a full semester in length, and are designed to familiarize participants with the activities and responsibilities of West Virginia's public agencies. Students accepted into the program receive financial support during their internships and are awarded up to fifteen hours of college credit upon satisfactory completion of the internship requirements. Further information may be obtained through the Registrar's Office at Concord.

Honors Courses

The Honors Program provides opportunities for students with records of high achievement to further enrich their Concord education. Participants are encouraged to take a more active part in shaping their own education, both in the classroom and outside, by enhancing some of their courses for honors designation, by making more extensive use of the opportunities for independent study and research which the College already provides, and by discovering the richness of the resources offered by our area and our faculty through extracurricular programs and activities designed especially for Honors students. Participants in the Honors Program also have the opportunity to live in specially designated "academic emphasis" areas of the residence halls.

Students who have successfully completed the Honors Program will receive the designation "Honors Graduate," which appears on the student's transcript and diploma, and are acknowledged at commencement.

Successful completion of the Honors Program entails the following:

- 1. Formal Admission.** The student

must complete an application for admission to the Honors Program, which must be approved by the Honors Coordinator. Ordinarily, incoming students are eligible for admission if they have a score of 26 or higher on the ACT composite (or, for transfer students, an equivalent score on the SAT), *and* a grade point average of 3.5 (on a 4.0 scale) or above on course work in high school or at another college, but the committee may refuse applicants it deems unsuitable or it may admit applicants who do not meet the usual requirements. Students already enrolled at Concord are eligible for admission if their cumulative Concord grade point average is 3.5 or higher. No student will be admitted to the Honors Program who has earned more than 78 hours of credit toward graduation from Concord.

2. Academic Requirements. The student must successfully complete 13 hours of Honors credit. This credit must include HON 101, HON 401, and 9 hours of regular courses enhanced for Honors designation through the completion of an Honors Project.

HON 101 is an interdisciplinary, one credit course; all students admitted to the Honors Program are required to enroll in this course in the first semester of their participation in the Program, or the next semester if the classes are filled.

HON 401 is a three-hour “capstone” course, interdisciplinary in nature, centered around a theme or topic (*e.g.* a contemporary social issue, or the role of technology in society, or art and/or literature and history), open only to Honors students within one year of graduation.

Any student who is in good standing with the Honors Program and who has completed at least one semester at Concord may attempt an Honors Project in any class in which the student is enrolled. The student wishing to attempt an Honors Project must contact the Honors Coordinator for initial

approval and assistance with project development. The student, and, if necessary, the Coordinator will then present the proposal to the faculty member teaching the class for advice and his/her final approval. The approval process must be completed by the end of the fourth instructional week of the semester, and the project must be completed by the end of the semester. The faculty member teaching the class will have full responsibility for evaluation of the completed project, but the project will be separate from the calculation of the regular course grade. If the project has been satisfactorily completed, the letter H will be placed on the student’s transcript along with the course grade and the student will receive Honors credit for that course’s credit hours (*e.g.* a three credit course will yield three hours of Honors credit), provided that the grade for the course is B or higher. No Honors designation or credit will be awarded for courses in which the course grade is lower than B.

3. Academic Performance. After completing 30 or more hours of Concord course credit, the student must have achieved and must maintain a cumulative grade point average of 3.0 or higher in all courses taken at Concord.

4. Extracurricular Programs. Each Honors student is expected to participate in a majority of the programs and/or activities provided for Honors students each semester. The number of such offerings will vary from semester to semester.

Independent Study

Independent Study courses are designed to allow students to pursue independent research projects in specialized areas other than, and beyond the content material of any other specific course listed in the *Catalog*. The purpose of the independent study is to encourage individual research initiative and independent study habits. No inde-

ACADEMIC PROGRAMS

pendent study course, therefore, will be used to substitute for any other course listed in the *Catalog*, or to satisfy course requirements other than independent study itself. Although each independent study course is tailored differently, to suit individual departmental and divisional differences, all individual study courses will meet the following minimal requirements:

Before undertaking an independent study, a student must present a written proposal outlining his or her study project and his or her anticipated research methods to an appropriate Faculty member. The proposal will be evaluated by a committee consisting of this Faculty member and at least two persons, drawn from the appropriate discipline, or disciplines, and created for that particular independent study project. The committee must approve the study proposal before the student is allowed to register for the course. This same committee will be responsible, upon completion of the independent study, for evaluating the project, and assigning a final grade for the course. Divisional and/or departmental chairpersons will be required to keep a record of the activities of each committee.

Beyond these minimal requirements, responsibility for the administration of independent study courses, including the make-up and manner of selection of each committee will be the prerogative of the appropriate division or department.

Applications for Independent Study may be obtained from the Divisional Chairpersons. Procedures to follow are listed on the applications.

Dean's List

The Office of the Vice President and Academic Dean publishes a list of full-time students who were registered for a minimum of 12 credit hours and have attained a grade average of 3.5 or above at the end of each regular semester.

Accreditation

Concord College is accredited by the North Central Association of Colleges and Secondary Schools, 30 North LaSalle Street, Suite 2400, Chicago, Illinois 60602-2504 (telephone 800-621-7440). Programmatic accreditations are held with the National Council for the Accreditation of Teacher Education and the Council on Social Work Education. The Teacher Education Program is approved by the West Virginia Department of Education. The College is a member of the National Association of Business Teacher Education.

Off-Campus Program

In accordance with the *Standards for Off-Campus Instruction*, adopted by the West Virginia State College System, Concord delivers a number of its classes at off-campus sites throughout its service region. The principal recipient of Concord's growing program off-campus is the Beckley/Raleigh County area.

Concord has been delivering Business classes to the Beckley area since 1976. Over the years the College expanded its offerings there to include Education and Social Work. In Fall 1991 the College appointed a full-time Director to coordinate its offerings in Beckley. Concord also began to provide general studies classes in Beckley to support its upper division offerings. Since Fall 1991 Concord's Beckley enrollment has continued to grow, as have the number of classes and the services offered.

Concord officially opened its Beckley Center in downtown Beckley in January 1992. Besides supporting Concord's classes in Beckley, it is headquarters for the Center for Economic Action. With support from the main campus in Athens, the Beckley Center offers a variety of student support services tailored to the needs of the adult and part-time student. These include financial aid counseling, career educa-

tion and job placement assistance, academic advising, placement testing and registration services.

In the area of Adult Education and Career Counseling, the Beckley Center's services range from career counseling and academic advising to skills testing, résumé writing, interviewing skills and job search assistance, and access to Concord's extensive career placement network.

Off-campus courses qualify as resident credit for Concord students, and satisfy the *Standards for Assuring Quality in Off-Campus Credit Instruction*, adopted by the State College System in January 1992. These Standards include: a) the same admission, assessment, and placement standards as those which apply on-campus; b) a substantive mix (as close to 50%-50% as possible) between part-time and full-time faculty to ensure standards of academic quality; and c) the same course prerequisites, student assignments, number of instructional hours, degree of library and laboratory use, and other features of improved student performance as are required on-campus.

The College offers credit for courses sponsored by the West Virginia State College System that are presented on the Public Broadcasting Service (PBS) network. Inquiries or requests concerning television courses should be made to the Associate Vice President. The television courses cannot be used to duplicate or substitute for any program course requirement. They can only be used for elective credit.

Concord's services off-campus will expand as need in its service area expands. In future semesters the Beckley Center will provide credit and non-credit classes to area businesses and schools, and academic and related services tailored to the needs of business, adult students, non-profit agencies, local government, and other groups in the

region. It is anticipated that new technologies will assist Concord tremendously in fulfilling its mission to serve.

Out-of-State Academic Programs

West Virginia provides for its residents who want to pursue academic programs not available within the State through the Academic Common Market and through contract programs. Both programs provide for West Virginians to enter out-of-state institutions at reduced tuition rates. Contract programs have been established for study in veterinary medicine, optometry, architecture, podiatry, travel industry management; the Academic Common Market provides access to numerous graduate programs. The programs are restricted to West Virginia residents who have been accepted for admission to one of the specific programs at designated out-of-state institutions. Further information may be obtained through the Registrar's Office or the West Virginia State College System.

Center for Economic Action

Created in 1963, the Center for Economic Action has as its purpose to aid in the economic development of southern West Virginia through education and outreach, business assistance, and special projects and programs.

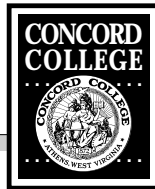
Reporting to the Associate Vice President for Academic Affairs, the Center projects the resources of Concord College into the region's communities to assist in problem resolution related to business and industry, and with economic development issues and activities.

The CEA provides business assistance through training and coursework, workshops and seminars. The CEA is engaged in business and entrepreneurial activities utilizing students in internship and consulting capacities.

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Interdisciplinary Studies

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BA/BS Degree in Interdisciplinary Studies

INTERDISCIPLINARY STUDIES AT Concord College offer students the opportunity to design a course of study that meets a particular career or professional need not available in single existing degree programs. Scholars have long recognized that some of today's most exciting career challenges cut across traditional specialties and demand expertise in more than one subject area. The BA/BS degree in Interdisciplinary Studies enables students to include as many as four different subject areas. This is not an appropriate degree option for the student undecided about a major. On the contrary, it is the ideal program choice for the student with a career plan that is multi-subject and professional goals that are quite specific. Students will work with a faculty committee drawn from his or her desired subject areas to insure that the overall plan is coherent, that every class is appropriate, and that every student will benefit from the total range of expertise and talent available on the Concord College faculty.

Examples

Examples of existing Interdisciplinary programs include:

- Music
- Public Administration
- Health Care Management
- Environmental Geophysical Sciences
- Leadership and Entrepreneurial Studies
- International Studies
- Sports Management.

How to Apply

Applications for the BA/BS Degree

in Interdisciplinary Studies are available in the Academic Dean's office. Students must complete one semester of college before being admitted into the program. Each program of study must fulfill Concord's Program of General Studies and must include an interdisciplinary program of study that comprises at least two disciplines [four permitted], at least 48 credit hours, and a minimum of 24 credit hours of upper level courses. Each discipline included must contain at least 12 credit hours. Up to 12 hours of internship, directed research, performance, or exhibition credit is permitted in the program.

Students should apply before completing the fifth academic semester. To undertake an Interdisciplinary Degree, a student presents a written proposal outlining his or her goal and plan. The proposal will be evaluated by the student's advisor and four other faculty members selected by the student. Faculty committee members must have the rank of Assistant Professor or higher. Each discipline in the concentration area must be represented on the committee. The committee will indicate whether the degree will be a Bachelor of Arts or Science degree.

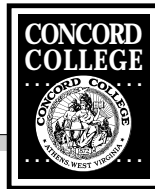
Each discipline represented by 12 or more hours must contain an adequate number of upper level courses. The student must have an overall grade point average of 2.0 and must have a minimum of 2.0 in the courses indicated in the program of study prior to graduation. Completion of the degree program requires a minimum of 128 semester hours.

After the program of study has been designed, the courses listed on the application, and the appropriate signatures secured, changes made in the program of study must be approved by all people signing the application.

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Divisions, Departments, Majors, Minors, & Course Listings

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Divisions and Departments

THE ACADEMIC PROGRAMS of the College are under the direction of six divisions and the departments in those divisions. Following the introductory comments, you will find the courses offered by each division or department. The courses are listed, generally, in numerical sequence. Usually, the 100- and 200-numbered courses are lower division (freshman and sophomore), introductory courses. The courses numbered 300 and 400 are upper division (junior and senior), advanced courses. Normally, students should progress from lower to upper division work, particularly in their major area of work. The course descriptions are only a brief notice of the content and are not intended to be all-inclusive statements of course objectives. Students should notice prerequisites for courses, since courses, competencies, or approvals from College officials may be required. The semester hours of credit that may be earned by successfully completing the courses are listed in parenthesis following the course title, including variable credit. Some divisions include an optional symbol indicating when the course is regularly offered. Courses offered in the Fall Semester are indicated by (F). Courses offered in the Spring Semester are indicated by (S). On occasion, courses are offered every other year, in which case, the year (99, 2000, 2001) follows the semester indicator. A course with the legend (S-2000) would be offered during the Spring Semester of 2000 (second semester of the 1999-2000 academic year). Concord College reserves the right to modify the frequency of course offerings because of insufficient enrollment, inability to competently staff the course, or other compelling reasons.

Departmental Abbreviations

Each department at the College, and each major grouping of courses, is recognized in course schedules, degree requirement listings, *etc.*, by a three- or four-letter abbreviation as follows:

DIVISION OF BUSINESS & ECONOMICS

ACCT–Accounting
 BEOA–Business Education, Office Administration & Secretarial Science
 BGEN–Business General
 ECON–Economics
 FIN–Finance
 MGT–Management
 MKT–Marketing

DIVISION OF EDUCATION, LIBRARY SCIENCE & PHYSICAL EDUCATION

EDUC–Education
 SPED–Special Education
 E ED–Early Education
 L SC–Library Science
 H ED–Health Education
 P ED–Physical Education
 S ED–Safety Education

DIVISION OF FINE ARTS

ART–Art
 CART–Communication Arts
 MUS–Music

DIVISION OF LANGUAGES & LITERATURE

ENGL–English
 JOUR–Journalism
 FREN–French
 GERM–German
 SPAN–Spanish

DIVISIONS & DEPARTMENTS

.....
DIVISION OF NATURAL SCIENCES
.....

N SC–Natural Science
PHSC–General Physical Science
GEOL–Geology
BIOL–Biology
MATH–Mathematics and Computer
Science
CHEM–Chemistry
PHYS–Physics
MDTH–Medical Technology

.....
DIVISION OF SOCIAL SCIENCES
.....

SOSC–Social Science
APST–Appalachian Studies
GEOG–Geography
HIST–History
PHIL–Philosophy
POSC–Political Science
PSY–Psychology
SOWK–Social Work
SOC–Sociology
TIM–Travel Industry Management

.....
NON-DIVISIONAL
.....

COLL–Introduction to College
HON–Honors Courses

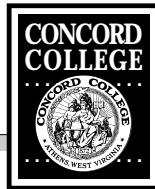
DIVISIONS & DEPARTMENTS



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The Division of Business & Economics

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THE MISSION of the Division of Business and Economics is to provide a high quality academic program that is distinguished by: (1) rigorous academic standards, (2) comprehensive programs of study grounded in a liberal arts foundation, (3) extensive involvement and coordination with leaders of the regional business community, (4) a record of achievement and success among its graduates, and (5) faculty recognized for their academic preparation, ability, and professional standing.

Three degrees are awarded by the Division: (1) the Bachelor of Science in Business Administration degree with majors in accounting, administrative systems, finance, management, and marketing; (2) the Bachelor of Science in Education degree with a business education comprehensive teaching field; and (3) the Associate of Arts in Office Supervision with concentrations in Administrative Office Management and Administrative Office Assistantship.

The Bachelor of Science in Business Administration

The Bachelor of Science in Business Administration degree requires successful completion of 128 semester hours, including (1) the Program of General Studies, pages 21-24; (2) the Business Administration Core; and (3) one of the five major programs of study offered. In order to earn this degree, students are also required to maintain a cumulative grade average of at least 2.0 (C) for all courses in business and economics.

The Business Administration Core

The Business Administration Core consists of introductory courses from all major business disciplines taught at Concord College. It is intended to provide a comprehensive understanding of the overall field of business administration and a foundation for specialized study in the student's chosen major program of study.

ACCT 205 Principles of Accounting I

ACCT 206 Principles of Accounting II

BEOA 220 Fundamentals of Business Communication

BGEN 201 Statistical Methods

BGEN 210 Introduction to Computers in Business

BGEN 301 Introduction to the Legal Environment

BGEN 330 Quantitative Methods*

*Students taking a major in administrative systems are to substitute BGEN 220 in place of BGEN 330. **Advising Alert:** Students who intend to major in Business will be required to take MATH 103 as a prerequisite to BGEN 201, BGEN 330, and FIN 311. Business students taking MATH 101 may use it to satisfy a General Studies elective.

Continued on next page.

BUSINESS AND ECONOMICS

<i>ECON 201</i>	<i>Principles of Macroeconomics</i>
<i>ECON 202</i>	<i>Principles of Microeconomics</i>
<i>FIN 311</i>	<i>Managerial Finance</i>
<i>MGT 305</i>	<i>Introduction to Management</i>
<i>MGT 460</i>	<i>Strategic Management</i>
<i>MKT 305</i>	<i>Principles of Marketing</i>

Requirements for Majors

All majors offered in the Bachelor of Science in Business Administration degree require at least 30 hours of specialized study arranged by the student and the student's advisor in a comprehensive program of study that must be approved by the Division. These programs of study will include 18-21 hours of designated courses required of all students in each major, and 9 or more hours of business or interdisciplinary electives.

As resources permit and on an identified need basis, courses and/or concentrations of courses will be offered within the elective component of the major to support specific career and continuing education objectives. An approved plan of study must precede actual course work. Course sequence forms should be obtained from the student's advisor.

Advising

Each student is assigned an academic advisor within the Division who will be available to answer questions, provide guidance in course selection, and assist students in setting goals and making knowledgeable career decisions. Students must meet with their faculty academic advisor to plan their academic program, and sign all registration and change of schedule forms. Students are encouraged to meet periodically to discuss their academic progress, career placement, and special needs.

Admission Requirements

In order to register for most* of the upper level courses required of a business administration major, students must be admitted to "major seeking status" within the Division of Business and Economics or take courses that are open by prior arrangement with other Concord academic programs. Requirements for admission to this status are: (1) the completion of sixty credit hours with GPA of 2.5 or higher and the following courses: BGEN 101, ECON 201, ECON 202, ACCT 205, and ACCT 206; (2) the approval of a proposed major program of study by the Division; and (3) the existence of openings in the desired major program as determined by the availability of faculty and other resources.

It is important for each student to work with his/her advisor to complete and submit a program of study for approval as early as possible in the student's academic career at Concord. In no case should this be done any later than the spring semester of the student's sophomore year, if the student wishes to take upper level courses within the Division.

*The following courses are available without admission to major seeking status or prior arrangements: ACCT 205, 206; BEOA 101, 102, 210, 220, 250, 301; BGEN 101, 105, 150, 201, 210, 215, 220, 230, 250, 301, 350, 450; ECON 201, 202; FIN 201, 311, 321, 322; MGT 305; and MKT 305, 306, 316, 320.

Major Programs of Study in Business Administration

Accounting

The objective of the accounting program is to provide the educational background necessary to pursue careers in a variety of accounting fields. The curriculum includes exposure to descriptive and analytical information useful in the business decision-making process.

REQUIREMENTS:*

ACCT 305 *Intermediate Accounting I*
 ACCT 306 *Intermediate Accounting II*
 ACCT 315 *Governmental and Not-for-Profit Accounting*
 ACCT 320 *Cost Accounting*
 ACCT 405 *Advanced Accounting*
 BGEN 302 *Legal Concepts in Accounting*
 Three hours from ACCT 310, 311, 401
 Plus three elective courses (9 hours) selected in conjunction with student's academic advisor.

*In West Virginia, 150 hours of college credit will be required to sit for the CPA exam after July 1, 2000.

Administrative Systems

The Administrative Systems program provides instruction in the theory and skills needed to function successfully in current office environments, as well as the flexibility to adapt to future office environments as technologies change.

This program combines a broad liberal arts core with business courses in the management, marketing, and accounting fields, with emphasis on business computer applications and office management technology. Students who complete the program receive exposure to management and office technology theory that is essential to careers in managing office environments.

REQUIREMENTS:

BEOA 210 *Alphabetic Notetaking*
 BEOA 250 *Word Processing Applications*
 BEOA 301 *Advanced Software Applications for Administrative Systems*
 BEOA 302 *Administrative Systems Management*
 BGEN 310 *Database Applications*
 MGT 307 *Human Resource Management*

Plus four elective courses (12 hours) selected in conjunction with student's academic advisor.

Finance

The objective of the program is to prepare students seeking career opportunities in the areas of corporate finance, investment management, and management of financial institutions. Rigor in course work and quantitative skills are emphasized. Students completing the program receive adequate exposure both in financial theory and policy essential for career growth in a sophisticated and competitive environment within a small or large financial organization.

REQUIREMENTS:

FIN 200 *Personal Financial Planning*
 FIN 314 *Investments*
 FIN 401 *Portfolio Management*
 FIN 407 *Financial Institutions*
 FIN 411 *Case Problems in Finance*
 ECON 312 *Money, Credit and Banking*
 ACCT 320 *or 338 Cost or Managerial Accounting*

Plus three elective courses (9 hours) selected in conjunction with student's academic advisor.

Management

The management major provides students with a comprehensive understanding of the principles, processes, and practices involved in the management of people and organizations. Students completing this program of study typically secure employment in a wide variety of business careers that range from the management of small businesses to employment in large organizations of all types. When demand and resources permit, concentrations within this major will be offered in the following: Small Business Management, Man-

BUSINESS AND ECONOMICS

agement of Information Systems, and Health Care Administration.

REQUIREMENTS:

ACCT 338 *Managerial Accounting*
MGT 306 *Organizational Behavior*
MGT 307 *Human Resource Management*
MGT 308 *Labor Relations*
MGT 405 *Organizational Theory*
MGT 441 *Production Management*

Plus four elective courses (12 hours) selected in conjunction with student's academic advisor.

Marketing

The marketing major is designed to offer the student a general business education with the aim of developing a career in the field of marketing. Marketing consists of numerous activities that link the production of goods and services to the consumer or industrial user. The curriculum emphasis is on professional preparation for developing marketing strategies and management of marketing operations. Wide-ranging opportunities are available for marketing majors in all types and sizes of for-profit and not-for-profit organizations including retailing, wholesaling, service agencies, health-care organizations, educational units, and governmental institutions. The marketing major provides students with comprehensive exposure for career options within many branches of marketing, including: advertising, sales, marketing management, retailing, marketing research, and product management.

REQUIREMENTS:

ACCT 320
or 338 *Cost or Managerial Accounting*
MKT 316 *Advertising and Sales Promotion*

MKT 320 *Sales Management*
MKT 322 *Retail Management (taught in Spring Semester of odd-numbered years)*
MKT 401 *Marketing Management*
MKT 440 *Marketing Research*

Plus four elective courses (12 hours) selected in conjunction with student's academic advisor.

Business Administration Minor

The Business Administration minor is designed to accommodate majors in other disciplines. After consultation with academic advisors, the student's proposed coursework for a minor must be approved by the Division of Business and Economics. A Business Administration minor will require at least 21 hours of non-duplicative study, that is, coursework that does not serve to meet specified subject requirements for the student's major program of study, in addition to the General Studies ECON 201 or 202 requirement. Students with subjects of study outside the Division of Business and Economics should follow these guidelines:

- complete ECON 201 as part of the General Studies Program;
- complete the following required courses (21 credit hours):

ACCT 205 *Principles of Accounting*
BEOA 220 *Business Communication*
BGEN 210 *Introduction to Computers in Business*
ECON 202 *Principles of Microeconomics*
FIN 311 *Managerial Finance*
MGT 305 *Introduction to Management*
MKT 305 *Principles of Marketing*

The Bachelor of Science in Business Education

This program is offered for students planning to enter the teaching profession. In this curriculum, students combine coursework in the Division of Business with that of the Department of Education. Graduates of this program are qualified to teach business education courses in grades 9-12.

This degree requires successful completion of 128 semester hours, including: (1) the Program of General Studies; (2) the Professional Education Component:

EDUC 210 Foundations of Education (can be taken with EDUC 251)

EDUC 251 Human Growth and Development (can be taken with EDUC 210)

EDUC 305 Psychology of Teaching and Learning (prerequisites: EDUC 210, 251)

EDUC 310 Assessment and Evaluation in Instruction (prerequisites: EDUC 210, 251, 310)

EDUC 318 Content Area Reading (prerequisites: EDUC 210, 251, 310)

EDUC 306 Instructional Processes and Strategies (prerequisites: EDUC 210, 251, 310)

EDUC 456 Supervised Directed Teaching

and (3) the requirements for a certificate in Grades 9-12, the comprehensive field in Business Education. A 2.50 grade point average is required.

Business Education Comprehensive

REQUIREMENTS:

ACCT 205 Principles of Accounting I

ACCT 206 Principles of Accounting II

BEOA 101 Keyboarding for Information Processing

BEOA 102 Document Formatting/Typing

BEOA 210 Alphabetic Notetaking

BEOA 220 Fundamentals of Business Communication

BEOA 250 Word Processing Applications

BEOA 301 Advanced Software Applications for Administrative Systems

BEOA 302 Administrative Systems Management

BEOA 305 Professionalism in the Business Environment

BEOA 414 Special Methods in the Teaching of Business Education

BGEN 201 Statistical Methods

BGEN 210 Introduction to Computers in Business

BGEN 301 Introduction to the Legal Environment

BGEN 310 Database Applications

ECON 201 Principles of Macroeconomics

ECON 202 Principles of Microeconomics

ECON 312 Money, Credit, and Banking

MGT 305 Introduction to Management

MGT 307 Human Resource Management

MGT 308 Labor Relations

MKT 305 Principles of Marketing

Associate Degree in Office Supervision

The Associate of Arts Degree in Office Supervision offers students concentrations in Administrative Office Management and Administrative Office Assistantship.

This two-year degree is designed to prepare graduates to meet the challenges of the modern electronic office. The curriculum provides exposure to office technology, office environments, computer systems and procedures, human relations, and business communication.

To increase their competitive stance in the job market, students will learn to use microcomputers and electronic office devices. They will also be required to complete an internship with a local employer. Graduates will be pre-

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pared to improve office productivity by learning to be problem solvers and decision makers, in addition to being efficient equipment operators. Courses completed in this two-year program may be applied toward four-year degrees in administrative systems, business education, or management.

Students must complete 64 credit hours to earn the Associate of Arts Degree in Office Supervision. The General Studies core for either concentration, and the requirements for each concentration, are listed below.

GENERAL STUDIES:

ENGL 101, 102; CART 101; MATH 101 or 103; PSY 101 or SOC 101; ECON 201.

CONCENTRATIONS:

(In either concentration, BEOA 101 and 102 will only be required if students lack this requirement.)

- (1) Administrative Office Management: ACCT 205, 206; BEOA 220, 302, 305; BGEN 101, 210, 301; ECON 202; MGT 305, 307; MKT 305; choice of MGT 306, 308, or 430; BEOA 260, Directed Office Experience; one 3-hour business elective; and one 3-hour general elective.
- (2) Administrative Office Assistantship: ACCT 205, 206; BEOA 210, 220, 250, 301, 302, 305; BGEN 101, 210, 220, 301; MGT 305; BEOA 260, Directed Office Experience; one 3-hour business elective; and one 3-hour general elective.

Additional Program Enhancements

The Division of Business & Economics offers options to satisfy the following: Concord's Honors Program, Independent Studies courses, Interdisciplinary degrees, McNair Scholars research, and distance learning courses. Details of these programs and courses

are contained in other sections of this *Catalog*.

The Interdisciplinary Degree with an Area of Emphasis in Banking allows students currently enrolled in American Institute of Banking Certificate programs to take courses that will specifically prepare them for jobs in the banking industry. The degree requires 128 to 135 hours of credit, including 43 to 50 hours of General Studies, 39 hours from the Business Core, 21 hours of courses required for the Banking program, and up to a 22-hour credit waiver for AIB coursework.

Required courses include:

ECON 312 Money, Credit and Banking

FIN 200 Personal Financial Planning

FIN 314 Principles of Investing

FIN 325 Banking Management

FIN 407 Financial Institutions

FIN 435 Financial Risk Management

FIN 436 International Financial Management

Business & Economics Courses

Accounting Courses (ACCT)

The following courses are available to students college-wide:

205 Principles of Accounting I. (3)

Prerequisite: *Sophomore standing.*

The study of fundamental accounting theory and procedures, including the organization of accounts, the accounting cycle, working papers, and the preparation of financial and operating statements for sole proprietorships.

206 Principles of Accounting II. (3)

Prerequisite: *ACCT 205 (C or better).*

Further study of the accounting process as applied to partnerships and corporations, manufacturing accounting, and managerial

accounting issues such as budgeting, decision making, and analysis.

The following courses are restricted to students who have been accepted into a business "major seeking" status or are in Concord academic programs that have made prior arrangements to include these courses in their curriculum requirements:

305 Intermediate Accounting I. (3)
Prerequisite: ACCT 206 (C or better).

A detailed study of the theoretical and practical aspects of financial accounting, including financial statements and valuation of assets and liabilities.

306 Intermediate Accounting II. (3)
Prerequisite: ACCT 305 (C or better).

The continuation of the study of financial accounting. Topics include: stockholders' equity, pensions, leases, income tax, and cash flow.

310 Federal and State Taxation I. (3)
Prerequisites: ACCT 205 and 206.

An analysis of the principles and techniques of federal taxes for individuals and small businesses. An introduction to corporations, partnerships, estates, and trusts. Also an introduction to gift and estate taxation.

311 Federal and State Taxation II. (3)
Prerequisite: ACCT 310.

An analysis of the principles and techniques of federal tax for corporations, partnerships, and estate trusts. Also an introduction to gift and estate taxation.

315 Governmental and Not for Profit Accounting. (3)

Prerequisite: ACCT 205 and 206.

A study of the preparation and use of accounting information in the financial management of governmental and non-profit entities.

320 Cost Accounting. (3)

Prerequisites: ACCT 205 and 206.

A study of the traditional costing systems for manufacturing enterprises, including job order, process, and standard costing as well as modern approaches in a just-in-time, world-class environment. Application of budgets and various analyses for manufacturing and service enterprises.

338 Managerial Accounting. (3)

Prerequisites: ACCT 205 and 206.

A study in interpreting accounting data for management's use in planning, controlling,

and decision-making for business enterprises. Covers traditional approaches as well as modern approaches in a world-class environment.

401 Auditing I. (3)

Prerequisites: ACCT 305 and 306.

An introduction to auditing principles, standards, and procedures used in independent and internal auditing.

405 Advanced Accounting. (3)

Prerequisite: ACCT 306.

The in-depth study of partnership operations, partnership and corporate liquidations, reorganization and debt restructuring, business combinations and consolidated financial statements.

415 Accounting Information Systems. (3)

Prerequisites: ACCT 205 and 206, and BGEN 210. Offered in Spring Semester.

Introduction to accounting systems. Emphasis on design, application, and implementation of accounting systems with attention to internal control and audit trail. Usage of various software packages to complete, manage, and operate a simulated professional accounting environment. (S)

Business Education & Office Administration (BEOA)

The following courses are available to students college-wide:

101 Keyboarding for Information Processing. (1)

Development of basic touch keyboarding skills for persons who will be using microcomputers and computer terminals for processing information. Course meets eight weeks only. Students with one year of high school credit in typing/keyboarding may take BEOA 101 and/or 102 for credit but may not use the credit toward any Division of Business requirements.

102 Document Formatting/Keyboarding. (1)

Prerequisite: BEOA 101 or equivalent proficiency.

Development of keyboarding skills using the microcomputer with major emphasis on formatting business letters, tables, and reports. Course meets seven weeks only. Students with one year of high school credit in typing/keyboarding may take BEOA 101 and/or

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102 for credit but may not use the credit toward Division of Business requirements.

210 Alphabetic Notetaking. (3)

Prerequisites: *BEOA 102 or equivalent proficiency.*

Application of a quick, easy-to-learn method of abbreviated writing utilizing the alphabet. Provides the student with a writing system designed for more efficient notetaking and study skills. Transcription skills with an emphasis on business English and business document formatting are stressed.

220 Fundamentals of Business Communication. (3)

Prerequisite: *BEOA 102 or equivalent proficiency, and ENGL 101.*

Provides the knowledge and develops the skills that students will need to communicate successfully on the job. Includes the typing of reports and business letters along with oral presentations. Topics integrated throughout the course include global communications, business ethics, and cultural differences in the business environment.

250 Word Processing Applications. (3)

Prerequisite: *BEOA 102 or equivalent proficiency, and BGEN 210.*

Develops skill in the operation of word processing software programs. Emphasis is on the development of problem solving skills in the document production process. Provides a practical foundation in word processing software operations which will ultimately enable the student to effectively utilize additional word processing software programs.

260 Directed Office Experience. (3)

Prerequisites: *General Studies requirements; BEOA 220, 302; BGEN 101, 210; MGT 305; 2.5 GPA.*

A practical work experience allowing students to participate in a supervised office setting for a minimum of 150 hours with the goal of developing desired levels of proficiency by applying learned knowledge and skills developed in the classroom. Students will work with an on-the-job supervisor to complete predetermined objectives, and will also participate in seminars for presentations relating to the work experiences. This office experience is designed for individuals to obtain professional work experience specifically in this chosen field of study; therefore, no credit will be given for prior work experience. May be taken once for credit. Avail-

able to students seeking the Associate Degree.

301 Advanced Software Applications for Administrative Systems. (3)

Prerequisite: *BEOA 250.*

Keyboarding is adapted to modern office procedures utilizing word processing software. Additional computer skills that are utilized in the modern office will be emphasized, such as desktop publishing, electronic data transmissions, presentation software, and graphics packages. Case-based simulations of computerized office functions, with a focus on effective production, are used.

The following courses are restricted to students who have been accepted into a business "major seeking" status or are in Concord academic programs that have made prior arrangements to include these courses in their curriculum requirements:

302 Administrative Systems Management. (3)

Prerequisite: *BEOA 301.*

Presents administrative responsibilities involved in managing an office systems environment. Attention is given to problem solving in human resources and administrative services. A forum is provided to identify and discuss current issues and trends in office systems. Topics will vary as systems evolve.

305 Professionalism in the Business Environment. (1)

Provides coverage of contemporary human relations theories and techniques. Emphasis is placed on total self-development for effective interaction with professional colleagues and the relationship between human relations and productivity.

414 Special Methods in the Teaching of Business Education. (3)

Designed to prepare students for the initial stage of teaching by developing an understanding of the nature, organization, and administration of business and economics programs in the middle and secondary schools and by developing an understanding of and skill in using instructional materials, methods, and techniques for planning and directing learning activities.

Business (General) Courses (BGEN)

The following courses are available to students college-wide:

101 Business Math. (3)

Prerequisite: *MATH 101 or equivalent proficiency.*

Students will be required to pass an exam based on concepts presented in Business Math. If students do not pass the exam, they are required to take this class. Application of mathematical techniques to the solution of business problems such as depreciation, amortization, and compound interest.

105 Introduction to Business. (3)

Provides students with an overview of basic business concepts in accounting, finance, management, globalization, and human resource management. Other topics introduced include: managing in a rapidly changing business environment, social responsibilities, environmental issues, and ethics.

201 Statistical Methods. (3)

Prerequisite: *MATH 103 or equivalent proficiency.*

Measures of central tendency and dispersion, probability, interval estimation, hypothesis testing, correlation and regression, and chi-square in business applications.

210 Introduction to Computers in Business. (3)

Provides a review of the microcomputer and its uses in the business environment. Develops basic proficiencies in the use of PC software packages including review and introductory hands-on experience with microcomputer software packages such as DOS, Windows, word processing, and spreadsheets.

215 Business Uses of the Internet. (3)

Prerequisite: *BGEN 210.*

Provides the content knowledge students need to explore e-commerce and the uses of the Internet by contemporary businesses. They will become proficient users of the Internet, gain skills in the use of HTML, and apply their knowledge to web site planning, organization, and creation. Students will learn to navigate the Internet with a browser, to identify and locate categories of information, and to correspond by e-mail. They will locate and use ftp; join user groups related to research specified by the instructor; and learn to use LISTSERV mailing lists and file commands. The major projects in this class are: the creation of a basic web site and its posting as assigned by the instructor, and (2) a written research report that defines the use of the Internet by current businesses

or industries.

220 Introduction to Management Information Systems. (3)

Prerequisite: *BGEN 210.*

A broad view of information systems used in business. Information systems concepts, principles, technical foundations, as well as the impact on the organization will be discussed. The emphasis is placed on solving business problems with information systems from a managerial end user perspective.

230 Calculus for Business Applications.

(3) Prerequisite: *MATH 103 or permission of instructor.*

Functions, limits, derivatives, integrals, presented from the viewpoint of the practitioner making business decisions.

301 Introduction to the Legal Environment. (3)

The nature of law and the judicial system. The relationship of law, government, ethics and the consumer to business enterprise. Includes the study of contracts, law of sales, torts, government regulation of business, environmental and consumer protection.

The BGEN courses below are restricted to students who have been accepted into a business "major seeking" status or are in Concord academic programs that have made prior arrangements to include these courses in their curriculum requirements:

302 Legal Concepts in Accounting. (3)

Prerequisite: *BGEN 301.*

An in-depth review of legal concepts with specific emphasis on those areas of Business Law encountered by CPAs.

310 Database Applications. (3)

Prerequisite: *BGEN 210.*

An introduction to database management systems and database design in business. Along with basic concepts and methodologies, students will learn to create, design, set up, utilize, customize, and integrate databases using a PC software application.

330 Quantitative Methods. (3)

Prerequisite: *MATH 103.*

Quantitative approaches to decision making in business; linear programming networks, simulation, inventory control models, waiting line (queing) models, markov analysis, and related topics.

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450 Special Topics. (3)

Topics germane to the fields taught in the Division of Business and Economics will be selected based on anticipated student interest and staff availability.

470 Independent Study. (3)

Prerequisites: *Academic GPA of 3.0, upper level standing in a business major, and division approval of study documentation.*

Students may study a subject not normally treated in-depth in other courses. The subject selection requires mutual agreement of student and instructor. Application must have a clear, substantiated and detailed description of the independent study. The student must secure necessary approval prior to registration.

480 Business Internship. (1-9)

Prerequisites: *academic GPA of 2.5 in courses taken at Concord, upper level standing in a business major, and two references from Division of Business faculty specifically evaluating the student for this internship.*

A supervised and structured work experience within organizations in the public and private sectors. Selected students apply theoretical knowledge to practical situations in an actual organizational setting. Available to students who have not had professional work experience (no credit for prior work). Offered only on a pass/fail basis and contingent upon the availability of appropriate placement.

Economics Courses (ECON)

The following courses are available to students college-wide:

201 Principles of Macroeconomics. (3)

Introduction to the capitalistic economic system. Emphasis on national income accounting and macroeconomic theories dealing with employment, inflation, and economic growth.

202 Principles of Microeconomics. (3)

Analysis of micro economic theories involving the theory of the firm under various market structures, the allocation of productive resources, and the distribution of income.

305 Economic Development of the United States. (3)

Prerequisites: *ECON 201 and 202.*

Economic history from the Colonial period

to the present time. Coverage includes developments in agriculture, industry, communication, transportation, banking, and trade.

312 Money, Credit, and Banking. (3)

Prerequisites: *ECON 201 and 202.*

The nature and function of money, commercial banking, the Federal Reserve System, monetary operations of the Treasury, non-bank financial institutions, and monetary policy.

402 International Economics. (3)

Prerequisites: *ECON 201 and 202.*

A study of the theory of international trade, the balance of payments, foreign exchange, tariffs, and international economic institutions.

403 Public Finance. (3)

Prerequisites: *ECON 201 and 202.*

Survey of taxes and other revenue sources, government spending, debt financing, budget procedures, and fiscal policy. Federal, state, and local units of government are included.

407 Labor Economics. (3)

Prerequisites: *ECON 201 and 202.*

A survey of American labor, including history, development of union organizations, collective bargaining techniques, labor legislation, and theories explaining wage determination.

Finance Courses (FIN)

The following courses are available to students college-wide:

200 Personal Financial Planning. (3)

A comprehensive survey of the financial goals of an individual and steps to achieve these goals. Topics include investment planning, tax planning, estate planning, retirement planning, and consumer credit.

201 Principles of Banking. (3)

A review of bank operations including deposits, loans, investments. Current bank issues, banking history, the role of the Federal Reserve System.

311 Managerial Finance. (3)

Prerequisites: *ACCT 205.*

Study of the objectives of managerial finance, financial analysis and planning, time value of money and valuation of securities, long term investment decisions, and working capital management.

314 Principles of Investing. (3)

Analysis of the contractual features of securities; mechanics of investments; tests applied in the selection of securities; financial institutions.

321 Real Estate Principles and Law. (3)

An overview of real estate fundamentals to include real estate finance, appraisal, property taxation, law, ethics, license law, and fair housing laws.

322 Real Estate Finance and Appraisal. (3)

An analysis of real estate financial markets and elements of mortgage risk. A study of forces influencing property values and techniques for appraisal of values.

The following courses are restricted to students who have been accepted into a business "major seeking" status or are in Concord academic programs that have made prior arrangements to include these courses in their curriculum requirements:

325 Bank Management. (3)

Prerequisite: FIN 311 recommended.

Various issues related to the management of bank assets, liabilities, and capital. Topics include financial decision making in the areas of loans, investments, liquidity, and risk.

401 Portfolio Management. (3)

Prerequisite: FIN 314.

Review of investments, analysis of contemporary theories and techniques available to achieve superior selection and management of securities portfolios.

407 Financial Institutions. (3)

Prerequisites: FIN 311, ECON 312.

The role of financial institutions in our nation's money and capital markets, analysis of interest rates, financial markets, and Federal Reserve policies.

411 Case Problems in Finance. (3)

Prerequisite: FIN 311.

Theoretical and practical tools in financial decision making are discussed using cases. Major areas of concern are financial analysis and planning, working capital policy, accounts receivable management, capital budgeting, valuation, capital structure and dividend policy.

435 Financial Risk Management. (3)

Prerequisite: FIN 311.

Application of derivative markets and instruments of financial risk management. Topics include options markets, futures markets, and swap markets.

436 International Financial Management. (3)

Prerequisite: FIN 311.

Issues pertinent to financial decision making within an international context, including financial management of multinational firms, foreign currency markets and exchange rate dynamics, international money and capital markets, and portfolio analysis.

Management Courses (MGT)

The following course is available to students college-wide:

305 Introduction to Management. (3)

A review of the fundamental aspects of the management process, and the relevance of this process to a variety of environments.

The following courses are restricted to students who have been accepted into a business "major seeking" status or are in Concord academic programs that have made prior arrangements to include these courses in their curriculum requirements

306 Organizational Behavior. (3)

Prerequisite: MGT 305.

A behavioral approach to management concerned with the understanding, prediction, and control of human behavior in formal organizations.

307 Human Resource Management. (3)

Prerequisite: MGT 305.

A comprehensive study of personnel management that deals with recruitment, selection, training, performance evaluation, wage and salary administration, and labor relations.

308 Labor Relations. (3)

Prerequisite: MGT 305.

Study of historical background, legislation, problems, collective bargaining techniques, and current trends in the area of labor-management relations. Social, legal and economic viewpoints are considered.

312 Introduction to the American Health Care System (3)

An examination of the major components of

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the U.S. Health Care System and significant aspects of U.S. health care policy. Particular attention will be placed on issues relating to the access to care, health care cost containment, quality of care, and anticipated changes in both policy and the system. (F)

314 Entrepreneurship I. (3)

Prerequisite: *MGT 305 or consent of the instructor.*

An introductory course presenting the student an understanding of the major principles and practices necessary to start a business venture and compete in a competitive environment. Provides the student with various facets of business development including the compiling of a business plan.

402 Management Consulting. (3)

Prerequisite: *Permission of instructor.*

An introduction to the consulting process typically conducted in and for organizations. When possible, students are given the opportunity to take part in actual consulting engagements. When appropriate, students may undertake a practicum with organizations in the area.

405 Organizational Theory. (3)

Prerequisite: *MGT 305.*

The development and maintenance of organizational effectiveness from the macro perspective of the General Manager as this is affected by the interaction of people, technology, and environmental influences.

430 Business Ethics and Social Responsibility. (3)

Prerequisite: *MGT 305.*

An examination of the role the business executive in modern society must play in terms of promoting ethical performance and a sense of social responsibility.

441 Production Management. (3)

Prerequisite: *MGT 305 and BGEN 330.*

Study of the production process, emphasizing planning, analysis and control. Topics include production planning, plant layout and materials handling, methods analysis, inventory management, scheduling, quality control, and work measurement.

460 Strategic Management. (3)

Prerequisite: *Completion of all the Business Core or permission of instructor.*

An examination of the managerial decisions and actions that determine the long-term performance of a corporation. Emphasizes

the evaluation of environmental opportunities and constraints in light of a corporation's internal strengths and weaknesses. Emphasis is placed on integrating previous coursework into meaningful corporate, business, and functional strategies.

Marketing Courses (MKT)

The following courses are available to students college-wide:

305 Principles of Marketing. (3)

A survey of the fundamental features of contemporary marketing systems and the planning required to make available satisfying goods and services at a profit. A study of the complex and dynamic activities of marketing functions, explaining the roles of marketing in society and the institutions that compose the marketing system. Focuses on the marketing mix: product development and differentiation, distribution channels, pricing, and promotion.

306 Buyer Behavior. (3)

Prerequisites: *MKT 305; PSY 101 or SOC 101, or equivalent.*

An in-depth study of the concepts that help marketers understand why organizational buyers and ultimate consumers behave as they do in the marketplace. Topics include: motivation theory, learning theory, perception, attitude theory and the general role of consumer behavior in marketing management. Present and potential applications for marketing in the public and private sector, particularly in the area of customer service, are discussed.

316 Advertising and Sales Promotion. (3)

Prerequisite: *MKT 305.*

A systematic and comprehensive study of the management of the overall advertising effort in modern corporations. Topics include: development and implementation of advertising campaigns; overseeing the placement of advertising of all types in the various media, such as radio, television, newspapers, magazines, direct mail, and outdoor; and the coordination of the advertising effort with the company's overall marketing program.

320 Sales Management. (3)

Prerequisite: *MKT 305.*

A comprehensive study focusing on personal selling and the management of the professional sales force. The dynamics involved in