Program Description
The Master of Business Administration degree offers critical preparation needed by working professionals for challenging careers in business. Competing in the complex, rapidly changing environment of business and public sectors requires having the knowledge, skills, and values that the MBA degree provides. The CSUB MBA program has recently been redesigned to take a more integrated approach to better prepare professionals for the ever-changing global market place.

Mission: The mission of the MBA program is to provide our region with an advanced business education which will foster a commitment to lifelong learning and facilitate the career growth of our graduates.

Values: The faculty and the students of the CSUB MBA program will work together to create an environment that is supportive of the highest standards of ethical behavior.

Professional and Academic Standards
The MBA program acknowledges the significant impact of business on society. Consequently, those admitted to the program, retained, and awarded degrees, must possess, develop and demonstrate academic and professional integrity in all activities. They should be able to inspire public confidence and trust in business and in CSUB MBAs. In addition, all established university academic performance and student conduct standards for graduate students apply. Any student or applicant that is found by formal review to be lacking in academic integrity or in professional ethical standards of behavior, may be denied admission, placed on probation, suspended, or dismissed from the program. Such actions are, of course, subject to university review and appeal.

Goals
Knowledge: Graduates should be able to analyze and evaluate the strategic, tactical, and operational factors that influence or impact the organization.

Goal 1 - Strategic Factors: Analyze and evaluate the strategic factors that influence and impact the business environment.

Goal 2 - Tactical Factors: Analyze and evaluate the tactical factors that influence and impact the business environment and make choices based on reasoned arguments.

Goal 3 - Operational Factors: Analyze and evaluate the operational factors that influence and impact the business environment.

Skills: Upon completion of the program a graduate should be able to demonstrate the following skills:

Goal 4 - Communications: Proficiency in business communication.

Goal 5 - Analysis and Interpretation: Proficiency with quantitative analysis and decision tools.

All MBA courses are taught by full-time academically qualified (i.e., Ph.D. or other equivalent degrees) faculty, many who have wide business and international experience. The faculty remain current in their
fields of study by actively engaging in research, consulting activity, and serving on local, regional, and national boards. The faculty bring a strong theoretical foundation, as well as relevant practical experience, to the classroom, making for a good blend in the students’ education.

**Student Population.** The CSUB MBA Program student population is primarily composed of working professionals, representing a variety of industries. There are also a number of international students representing a variety of countries. The student mix enriches learning by providing exposure to various industries, cultures, and international perspectives. The average MBA student enters the program with a 3.2/4.0 undergraduate GPA and a 520 GMAT score. There is approximately a 60/40 male/female ratio within the program. Half of the currently enrolled students are completing classes at a full-time pace. The Occidental Petroleum Graduate Research Lab and the BPA Graduate Students’ Association provide networking opportunities.

**Facilities.** CSUB’s MBA students have their own facility - the Occidental Petroleum Graduate Research Laboratory - to study, work in teams, or network. This facility serves as a resource center for the students by providing study space, individual and team computing facilities, and academic support resources. Students also have the benefit of a state-of-the-art library and computing resources to facilitate the development of the skills needed in an information-oriented world.

**Accreditation.** The CSUB MBA program is the only program in its region accredited by The Association to Advance Collegiate Schools of Business-International (AACSB). “AACSB International accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB accreditation is the hallmark of excellence in management education.” (Source: The Association to Advance Collegiate Schools of Business (600 Emerson Road, Suite 300, St. Louis, Missouri, 63141-6762 USA).

**APPLICATION AND ADMISSION**

Application for admission to the MBA program is a two-step process: 1) apply for admission to the University as a post baccalaureate student for the MBA program; and 2) once admitted to the University the application is forwarded to the MBA Director for review for admission into the MBA program.

**Application Procedure**

An MBA applicant must submit the following items to the Admissions Office of the California State University, Bakersfield, 9001 Stockdale Highway, Bakersfield, CA 93311-1099.

1. A completed application (Forms A and B) and application fee;
2. Two official transcripts from each college or university attended (international students must submit foreign transcripts in the original language and an English copy);
3. An official GMAT score;
4. A resume;
5. Two letters of reference;
6. An official TOEFL Score (international applicant); and,
7. Submission of a financial declaration and supporting documentation (international applicant).

**Admission Policy.** The goal of the admission policy is the selection of those candidates who demonstrate high potential for academic and professional success. The applicant must meet the following eligibility requirements:

- Hold a baccalaureate degree from a four-year college or university accredited by a regional accrediting association, score a minimum of 450 on the Graduate Management Admission Test (GMAT) and have a total index score of 1100 or more points. The index is based upon the grade point average (GPA A=4.00) of all upper division work from their baccalaureate degree times 200 plus the GMAT score.
- An applicant whose preparatory education is principally in a language other than English must have a TOEFL score of 550 or higher (or 213 on the new conversion scale for the computer based TOEFL exam). Documentation must be in original form by the testing institution. Copies submitted by the applicant are not acceptable. Please note that despite a TOEFL score of 550 or higher, students...
whose English competency is deemed insufficient by the faculty may be required to take additional courses to improve communication skills in English before continuing with MBA courses.

In rare instances, the applicant who has taken the GMAT but does not meet requirements may be considered for admission. Also, those who have previously been denied admission may present new information to be reconsidered. In either case, the applicant must petition, in writing, the MBA Admissions Committee, giving those reasons relevant to the situation that demonstrate the likelihood of success; the burden of proof is on the applicant.

**Advising.** The School is dedicated to meeting the needs of our individual students. Students should schedule an appointment with the BPA Student Services Center to discuss individual background, experiences, goals, and objectives so that a program of study can be developed to best meet the student’s academic and career needs. The BPA Student Services Center can be contacted at (661) 654-2326 for an appointment.

The BPA Student Services Center will serve as the advising center for each MBA student. It is recommended that each student meet with an advisor at the BPA Student Services Center during pre-registration to enroll in classes for each subsequent quarter and to discuss their progress in general.

**Student Classifications.** There are two student classifications for graduate students in the School of Business and Public Administration.

- **Classified MBA Student.** Students who have met all of the requirements for admission to the MBA, and have completed all foundation courses required.

Applicants may be admitted as Conditionally Classified Graduate Student if, in the judgment of the graduate admission committee, the applicant has potential for successful completion of all the “conditions” specified by the faculty for admission as a Classified Graduate Student and potential for successful completion of all the requirements for the graduate program. Upon completion of all “conditions” specified by the faculty, the student’s status will be administratively changed to Classified Graduate Student.

**COURSE REQUIREMENTS**
The Master of Business Administration program is designed around a set of 600-level courses that treat each of the management functions in depth and broaden the student’s awareness of contemporary issues affecting business enterprises. At least sixty (60) units of approved 600-level graduate courses are required for the Master of Business Administration degree. Admitted students must have a working knowledge of word processing and spreadsheet applications. Students are advised to achieve these competencies before beginning their MBA course work. The typical MBA candidate is expected to have a working knowledge of the fundamentals of business including management, quantitative decision-making, accounting, finance, and the current global business environment.

All graduate students are required to maintain a cumulative 3.0 grade point average in all graduate course work. Any course in which a student receives a grade lower than “C” cannot be used towards the fulfillment of a degree requirement. Graduate courses may not be taken on a credit, no-credit basis.

**Foundation Knowledge Competency Requirements**
All MBA applicants will be expected to demonstrate competency in the following foundation knowledge areas. Competency can be established by any one of the following:
1. providing proof of appropriate coursework at the undergraduate level;
2. taking a foundation knowledge course as recommended by the MBA Coordinator;
3. passing a competency based exam.

For applicants with baccalaureate degrees not in business administration or those persons needing review, courses are available.
It is incumbent upon the student to provide such evidence to the BPA Student Services office. Applicants should consult with the MBA Director or BPA Student Services office regarding which course(s) might be appropriate.

1. Business Communications-equivalent to one of the following communications classes (COMM 304, COMM 330; COMM 405; COMM 434; COMM 481); achievement of a GMAT Verbal score at or above the 60th percentile; or passage of the GWAR with an appropriate score.
2. Quantitative Methods for Business Decision Making (equivalent to MGMT 301)
3. People In Organizations (equivalent to MGMT 300)
4. Marketing Essentials (equivalent to MKTG 300)
5. Principles of Financial Accounting (equivalent to ACCT 220)
6. Principles of Finance (equivalent to FIN 300)
7. Economic Theory (equivalent to ECON 202)
8. Business Law/Ethics (equivalent to BA 370 or both ACCT 275 and BA 374)

Core Courses (45 units)
All candidates for the degree must complete the following courses:
1. ACCT 620 (5)
2. FIN 600 (5)
3. MGMT 600 (5)
4. MGMT 602 (5)
5. MGMT 690 (5)
6. MIS 610 (5)
7. MKTG 600 (5)
8. MKTG 605 (5)
9. BA 690 (5)

Elective Courses (15 units)
All CSUB MBA students are required to take 15 units of electives. MBA students are encouraged to enhance their business or career by “focusing” those three electives on a topic area of interest. Students are encouraged to follow one of the roadmaps below.

Small Business Management
Select three from the following courses
FIN 640
MGMT 604
MGMT 610
MKTG 601

Marketing
1. MKTG 601
2. MKTG 602
3. One course from the following:
   MKTG 604
   MKTG 606
   MKTG 610
   MKTG 677

Economics
Select three from the following courses
ECON 510
ECON 661
ECON 680
ECON 677

Finance
1. FIN 620
2. FIN 640
3. One course from the following:
   FIN 680
FIN 685
FIN 677

**Management**
Select three from the following courses:
MGMT 604
MGMT 610
MGMT 650
MGMT 655
MGMT 680
MGMT 677

**Human Resource Management**
1. MGMT 610
2. ECON 680
3. PPA 610

**Global Management**
1. FIN 685
2. MGMT 650
3. MKTG 610

**General Business**
This focus is designed for the student that would like additional “breadth” knowledge in several areas. A student may combine any courses from those listed in any roadmap above with any of the courses listed below to get a collection totaling 15 units. However, no more than seven (7) quarter units of Individual Graduate Study (699 courses) may be used to satisfy degree requirements.

1. ACCT 677 (5)
2. ACCT 699 (1-5)
3. ECON 699 (1-5)
4. FIN 699 (1-5)
5. MGMT 699 (1-5)
6. MIS 630 (5)
7. MIS 677 (5)
8. MIS 699 (1-5)
9. MKTG 699 (1-5)
10. PPA 689 (5)

**MBA/ACCOUNTING FIFTH YEAR PROGRAM**
Accounting majors who intend to seek CPA licensing outside of California are required to complete a fifth year of course work prior to licensure. The CSUB MBA Program has developed a course track that enables accounting majors to complete the fifth year while simultaneously engaging in personal development.

Upon completion of their fourth year and graduation, the student wishing to complete the fifth year should apply to the MBA Program using the standard MBA Program Application process. Once enrolled in the program, the student will complete the following nine courses (45 units).

1. FIN 600
2. MGMT 600
3. MGMT 602
4. MIS 610
5. MKTG 600
6. MGMT 605
7. Elective 1
8. Elective 2
9. Elective 3
At the completion of the 5th year course sequence, students who would like to complete the MBA degree program need only take the following additional 3 classes (13 units).

1. MGMT 690 (5)
2. BA 690 (5)
3. Elective (5)

COURSE DESCRIPTIONS—ACCOUNTING

ACCT 620 Accounting for Decision Making and Control (5)
This course examines how accounting information is used in managerial decision-making and control. The course stresses how to use rather than how to prepare accounting reports. Topics to be covered include: basic cost concepts, cost volume profit relationships, product costing, differential analysis, strategic product pricing, cost allocation, budgeting and the evaluation of financial performance. This course is designed for MBA and MPA students who have not had ACCT 303 Cost Accounting or its equivalent. Prerequisite: completion of all required MBA 500-level courses or permission of the instructor. This course is not open to students who have taken ACCT 303 Managerial Accounting or its equivalent.

ACCT 640 Financial Reporting and Statement Analysis (5)
This course examines how generally accepted accounting principles impact the quality and volatility of both earning and cash flow. Specific focus will be placed upon the recent accounting scandals which led to the Sarbanes-Oxley Act and the ethical issues these scandals have raised. Other current topics will be discussed. ACCT 677 Selected Topics in Accounting (5) Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. Each department will determine applicability toward the concentration.

ACCT 677 Selected Topics in Accounting (1-5)
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. Each department will determine applicability toward the concentration.

ACCT 699 Individual Graduate Study in Accounting (1-5)
Individual study is offered to give the student experience in planning and outlining a course of study on the student’s own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 5 quarter units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar)

COURSE DESCRIPTIONS—ECONOMICS

ECON 510 Economic Issues in Health and Health Care (5)
Study of health issues using the economic perspective. Topics include lifestyle choices and health outcomes, technology and demand, health insurance, labor markets in the health professions, role of government in health care markets, role of nonprofits, international comparisons of health care systems, and reform proposals.

ECON 661 Managerial Economics (5)
A study of the tools of economic analysis oriented toward analysis of managerial behavior and the managerial decision making process as related to demand analysis, cost and pricing problems, market organization, forecasting, capital budgeting, and location analysis. Carries credit in either Business Administration or Economics.

ECON 680 Labor Economics (5)
This course covers topics in labor economics including dynamic theories of labor supply, employment, and unemployment; labor supply in a household framework; and labor market activity and income distribution. It explores both theoretical models and empirical tests in each area. Prerequisites: ECON 602

**ECON 677 Special Topics in Economics (1-5)**
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered prerequisites and course requirements will be announced for each course.

**ECON 699 Individual Graduate Study (1-5)**
This is an investigation of an approved project leading to a written report. The project is selected in conference with a professor in an area of major interest; regular meetings are to be arranged with professor.

**COURSE DESCRIPTIONS—BUSINESS ADMINISTRATION**

**BA 690 Master's Culminating Project (5)**
The culminating project provides an opportunity for each student to utilize and demonstrate the tools and understanding he or she has developed during the program. Through a comprehensive interactive competitive simulation, each student will manage a firm in competition with other student-managed firms. At the completion of the simulation, each student will produce a historical account of the firm’s performance via an annual report, an account of how the firm responds to its key stakeholder groups via a social audit, and a strategic plan for the future via a business plan. Each student is expected to demonstrate mastery of the essential tools of the business disciplines and an understanding of markets and the external environment. Prerequisites: ACCT 620, FIN 600, MGMT 600, MGMT 602, MGMT 605, MGMT 690, MIS 610, MKTG 600.

**COURSE DESCRIPTIONS—FINANCE**

**FIN 600 Seminar in Financial Management and Policy (5)**
This course addresses the formulation of financial policies for obtaining and using financial resources for the purpose of value creation. Heavy emphasis is placed on the analysis of real-world cases that focus on the decisions confronting the financial manager. Statistical analysis, financial analysis, and advanced spreadsheet applications are required. Students will be challenged with both theoretical and practical problems in the following areas: performance analysis, long-term planning, working capital management, capital budgeting, long-term financing, acquisitions, and international financial management. Student presentations are required.

**FIN 620 Seminar in Investments (5)**
This course includes discussion and analysis of security investments. Emphasis directed toward understanding financial investment theories and concepts from both a qualitative and quantitative perspective. Topics include: securities markets, risk and return, portfolio theory, asset pricing theory, valuation, fundamental analysis, and portfolio management. Case analysis, statistical analysis, and other computer applications are required.

**FIN 640 Short Term Financial Management (5)**
This is an in-depth exploration of subjects essential to an enterprise’s financial success. Topics covered include management of the firm’s working capital accounts (i.e. receivables, inventories, and payables), short term financing alternatives, cash management systems, short term investments choices, financial institution relationships, and electronic payment and information management systems.

**FIN 677 Selected Topics in Finance (1-5)**
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.
FIN 680 Seminar in Real Estate Investments (5)
This course investigates methods of analyzing real estate investments. It includes an examination of appraisal methods, capitalization approaches, and cash flow models. Consideration is also given to legal, tax, and financing issues. Specific project analysis techniques are part of the course, i.e., analysis of residential properties, commercial properties and shopping centers. A term project and oral presentation are required along with computer applications.

FIN 685 Seminar in International Financial Management (5)
This course looks at the international financial environment, including balance of payments, the international monetary system, foreign exchange and financial markets. Specific topics include managing foreign exchange exposure, domestic versus foreign financing, cash management, political risk, and international legal constraints. A term project and oral presentation will be a part of the course.

FIN 699 Individual Graduate Study in Finance (1-5)
Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 5 quarter units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar).

COURSE DESCRIPTIONS—MANAGEMENT

MGMT 600 Seminar in Organizational Theory and Design (5)
This is a study of the theories and research that explain why business organizations operate the way they do. A social systems perspective is presented that views the business organization’s external environment and structure as critical determinants of organizational effectiveness. Key department-level and organizational-level variables and models are studied with the goal of developing an understanding of the patterns and relationships among organizational dimensions such as strategy, goals, size, technology, and external environment. The case method is used extensively to develop skill in diagnosing and solving organizational design problems.

MGMT 602 Seminar in Operations and Technology Management (5)
This course is an examination of principles related to effective utilization of factors of production in manufacturing and nonmanufacturing systems. This course uses extensive readings and case studies to define and analyze problems of productivity improvement, production planning, inventory management, quality control, system design and implementation from the operating manager’s perspective. Issues in management of technology-based organizations, capacity planning, scheduling, facilities design, operations strategy in services, and supply chain management will also be explored.

MGMT 604 Advanced Organizational Behavior (5)
This course provides a review and extension of the basic theoretical and conceptual framework necessary for making sense out of behavior in organizations. The emphasis is on applying theory and concept to management, particularly in business organizations. Topics include: individual differences, perception, learning, motivation, group dynamics, communication, leadership, conflict management, organizational structure, organizational culture, and change management. Application is made through case studies, analysis of video clips, and through group and classroom discussions.

MGMT 605 Managerial Skills (5)
This course focuses on developing and enhancing managerial skills that are of major importance for current and future career survival and success. Specific skill areas include: self-management, communication, decision making, motivation, delegation, team management, diversity management, negotiation, organizational politics, and change management. The course is primarily experiential in nature with skill assessments, exercises, role-plays, case studies, and group discussion activities being the primary learning tools. Relevant literature from the behavioral sciences will provide a knowledge base for skill development.
**MGMT 610 Seminar in Human Resource Management (5)**
This course is about the strategic management of human capital. A strategic analysis of the traditional human resource management functions—selection, compensation, recruiting, and training—will be completed. The influences of the legal environment are also considered. Other topics focus on the tools that are used to manage data necessary to manage human capital effectively. These include HR based change management methods, process mapping HR processes, and Human Resource Information Systems (HRIS).

**MGMT 640 Seminar in Entrepreneurship (5)**

**MGMT 645 Seminar in Small Business Management (5)**

**MGMT 650 Seminar in Global Operations Management (5)**
This course introduces students to a conceptual framework which will help them recognize and meet international operations management challenges. It studies issues relating to global sourcing and logistics, and manufacturing competencies of different nations. Topic areas include: strategic planning for global competitiveness, managing global facilities, managing global supply chains, improving operations performance, world class manufacturing, building a strategic alliance, coordinating international manufacturing and technology, and overcoming the limits to global operations project.

**MGMT 655 Seminar in Statistical Analysis (5)**
The issues and methods involved in conducting business research will be explored. Students will collect data that will then be analyzed by utilizing a variety of statistical techniques via computer. Bivariate, multivariate and nonparametric techniques will be covered. A strong emphasis will be placed on the use of statistics to aid in managerial decision-making. Examples of actual business research will be reviewed.

**MGMT 677 Selected Topics in Management (1-5)**
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

**MGMT 680 e-Business: Challenges and Opportunities (5)**
This course provides students with a conceptual framework for understanding the challenges and opportunities that face e-Business systems. The course is cross-functional, decision focused, and strategic in its orientation. Different types of e-Business applications are analyzed based on web site reviews and case studies. The course includes a practicum in which teams of students build a prototype e-Business system. Specific topics covered include the integration of supply chain management and e-Business, e-procurement, selling, chain management, enterprise resource planning, collaborative computing technologies, virtual team management, considerations for hardware and software development and/or purchasing, controlling e-Business cost, quality, and risks, and the legal and social environment of e-Business.

**MGMT 690 Seminar in Strategic Management (5)**
The subject of this course is competitive behavior and the “strategy” of business firms. Competition is defined to be the effort to create and retain economic value within an environment of interdependence among competing firms. Strategic behavior is the effort of a firm as a coherent objective-seeking entity to create economic value within a competitive environment. An understanding of strategic behavior requires a close examination of 1) business objectives, 2) firm structural interdependence, and 3) value creation within the structure of competitive interdependence. Prerequisites: FIN 600, MGMT 600, and MKTG 600.

**MGMT 699 Individual Graduate Study in Management (1-5)**
Individual study is offered to give the student experience in planning and outlining a course of study on the student’s own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a
regular course. Instructor consent is required. No more than 5 quarter units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar).

COURSE DESCRIPTIONS—MANAGEMENT INFORMATION SYSTEMS

MIS 610 Seminar in Information Systems Management (5)
This course introduces MBA candidates to information systems in organizations from a management perspective. Managerial and strategic uses of information systems, information technology that underlies these systems and ways such systems are developed and managed are explored. Emphasis is placed on evaluation of systems for support of individual and group decision making and collaborative work, expert systems and other knowledge-based systems and their applications. The course will cover methods and tools for information systems design, development, implementation, and maintenance. New state-of-the-art tools and models in information systems, decision support systems/expert systems, and their practical applications will also be explored.

MIS 630 Applied Decision Support and Expert Systems (5)
This course will provide an overview of decision support (DSS) and expert systems (ES) with specific focus on their conceptual models; the inter-relationship between DSS and ES, and their architectures. Specifically, this course will focus on the use of decision support technologies for future executives. A variety of scenarios related to the future of decision support and expert systems technologies will be examined. New technologies from the growing field of applied artificial intelligence (AI) will also be explored. Finally, students will design and implement small-scale decision support and executive information systems using commercial software.

MIS 677 Selected Topics in MIS (1-5)
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

MIS 699 Individual Graduate Study in MIS (1-5)
Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 5 quarter units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar).

COURSE DESCRIPTIONS—MARKETING

MKTG 600 Seminar in Marketing Management (5)
This course presents development of marketing strategy for the organization and design of integrated product-service, promotion, and distribution programs utilizing systems analysis. It includes intensive analysis of management's marketing problems, including market analyses, pricing, channels of distribution, promotion, competition, product strategies, and marketing research. Applications are emphasized to include research, quantitative, and business analytical techniques through the development of case and project assignments.

MKTG 601 Seminar in Consumer Behavior (5)
This course involves intensive analysis of behavioral science concepts, theories, and current empirical research in buyer behavior. The research orientation of the course requires developing an understanding of statistical tests and research designs currently employed in buyer behavior. Equal emphasis is placed on developing creative marketing strategy and programs on the basis of such research. Prerequisite: MKTG 600 or permission of instructor.

MKTG 602 Seminar in Advertising and Public Relations Strategy (5)
This course regards the development of communications strategy necessary to fulfill the objectives of the marketing program through intensive analyses of situational and primary information, target market(s),
creative objective(s), media selection and scheduling, sales promotion, public relations, budgeting and program evaluation. It includes qualitative, statistical, financial, and computer applications. The course integrates theory with case analyses and the development of a comprehensive marketing communications plan. Prerequisite: MKTG 600 or permission of the instructor.

MKTG 604 Seminar in Services Marketing (5)
This course is an investigation into and analysis of the complexities and unique aspects of marketing services contrasted to the marketing of tangibles. Special attention will be given to creating effective customer service, demand management, and quality control. The case study method will be utilized.

MKTG 606 Seminar in Marketing Channels and Logistics (5)
A study of the distribution functions including retail management, supply chain management, inventory management, transportation, and e-marketing distribution strategies. Includes study of relationship building with channel partners, channel leadership, and integrated channel strategies. Course work will include group projects and case studies.

MKTG 610 Seminar in Global Marketing (5)
This is a study of current global marketing status in industrialized, newly industrialized (NICS) countries, emerging democracies, and the developing world in a dynamic environment of changing communication technologies. Discussion of research techniques one should use in selecting the countries, entry strategies, and developing the right marketing mix and strategies to meet the needs of the countries selected. Marketing management techniques to be used keeping in mind the degree of literacy, economic, legal, political, and socioeconomic environmental variables. Developing and implementing global marketing strategies during the 21st century in an environment in which the countries around the world are grouping into trading blocks like the European Economic Community and NAFTA. Extensive use of library resources, case studies, and empirical research projects.

MKTG 677 Selected Topics in Marketing (1-5)
Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course.

MKTG 699 Individual Graduate Study Marketing (1-5)
Individual study is offered to give the student experience in planning and outlining a course of study on the student’s own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 5 quarter units may be used to satisfy degree requirements. (May not be substituted for any required graduate seminar)