**MICR 4950 Service Learning in Biology Laboratory**

(3-9) Non-credit laboratory to accompany MICR 0 (3-9). Consent of instructor.

- **Coreq:** Non-credit laboratory to accompany MICR 0 (3-9). Consent of instructor.
- **Description:** While helping pre-college or college students (1-2) with mentors must be established prior to registration. Projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits.

**Prereq:** Consent of faculty member/mentor.

**MKT 3980 Creative Inquiry—Marketing 1-4 (1-4)**

In consultation with and under the direction of a faculty member, students pursue scholarly activities individually or in teams. These creative inquiry projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits.

**Prereq:** Consent of faculty member/mentor.

**MKT 3900 Junior Honors Research 1 (1)**

Students select and complete a research project approved by a faculty advisor, in conjunction with an approved three-credit marketing course (other than MKT 3010 or 4310). Students are expected to display a command of marketing theory and an ability to apply theory to their research. **Prereq:** MKT 3010 and membership in Calhoun Honors College and consent of faculty member supervising research.

**MKT 3980 Creative Inquiry—Marketing 1-4 (1-4)**

In consultation with and under the direction of a faculty member, students pursue scholarly activities individually or in teams. These creative inquiry projects may be interdisciplinary. Arrangements with mentors must be established prior to registration. May be repeated for a maximum of six credits.

**Prereq:** Consent of faculty member/mentor.

**MKT 3900 Marketing Internship 3 (3)**

Prepared, preapproved, faculty-supervised marketing internships. Credit is only given for internships of at least ten full-time, consecutive weeks with the same internship provider. To be taken Pass/No Pass only. May be taken only once. **Prereq:** MKT 3010 and consent of instructor.

**MKT 4200 Professional Selling 3 (3)**

Current theories about the selling of goods and services to organizational buyers in the context of long-term relationships. Role playing, video-taped presentations, and other techniques are generally employed to enhance interpersonal communication skills. **Prereq:** Junior standing and MKT 3010.

**MKT 4230 Promotional Strategy 3 (3)**

Emphasizes promotion as the communication function of marketing. Attention is given to communication theory and promotion's relation to mass and interpersonal communication. Factors affecting promotional decision-making process are explored, and promotion as a competitive tool is examined. **Prereq:** MKT 3010.

**MKT 4240 Retail Management 3 (3)**

Retailing is studied from a decision-making approach. Topics include target market analysis, location analysis, merchandising, human resources, pricing and promotion. **Prereq:** MKT 3010.

**MKT 4260 Business-to-Business Marketing 3 (3)**

Study and analysis of the unique aspects of marketing goods and services to organizational buyers rather than household consumers. Emphasis is on developing strategic responses to market opportunities given competitive behavior. **Prereq:** MKT 3010.

**MKT 4270 International Marketing 3 (3)**

Study of marketing from the international point of view. Emphasis is on the necessary modification of marketing thinking and practice for foreign markets due to individual environmental differences. **Prereq:** MKT 3010.

**MKT 4280 Services Marketing 3 (3)**

Exploration and study of the nature of service organizations and the principles that guide the marketing of their products. Emphasis is on a marketing mix that is fundamentally different than that found in traditional goods marketing. **Prereq:** MKT 3010.

**MKT 4290 Public and Nonprofit Marketing 3 (3)**

Examines the role and application of marketing in public and nonprofit settings. Focuses on a conceptual understanding of the marketing discipline and marketing processes and shows how basic concepts and principles of marketing are applicable to public and nonprofit organizations. **Prereq:** MKT 3010.

**MKT 4300 Marketing Product Management 3 (3)**

Management of the firm's product or service offerings. Topics include new product screening, evaluation, and development; product line and mix analysis, abandonment decisions, brand manager's role, new product development department, and others. Emphasis is on decision making. **Prereq:** MKT 3010.

**MKT 4310 Marketing Research 3 (3)**

Research used in marketing decision making. Emphasizes methods and techniques used in planning, collection, processing, and utilizing information. Topics include research design, sources of information, questionnaire design, sampling, data collection, and data analysis. **Prereq:** Marketing major and MKT 3010 and STAT 3090. **Prereq or concurrent enrollment:** MKT 3310.

**MKT 4330 Sport Marketing Strategy 3 (3)**

Provides students with basic knowledge about brand management as it applies to sport. Addresses basic principles and guiding precepts of how sport-based organizations build strong brands. **Prereq:** MKT 3210.

**MKT 4340 Sport Promotion 3 (3)**

Emphasizes the promotional function of sport. Topics include event sponsorship, developing media relationships, endorsements, promotion objective setting and budgeting, media planning and scheduling, and utilizing the tools of promotion within a sport context. Integrated Marketing Communication provides the theoretical and managerial framework for how these factors are utilized optimally. **Prereq:** MKT 3210.

**MKT 4430 Advertising Strategy 3 (3)**

Advertising strategy emphasizing knowledge of target audiences, along with the messages to communicate effectively with them. Foundations include knowledge, motivating, and changing behavior of target audience. Issues include models for decisions, tools for promotion, and integrated advertising plans. **Prereq:** MKT 3010.

**MKT 4450 Macromarketing 3 (3)**

Examines the relationship between marketing and society, focusing on the social impact of marketing practices. Topics include technology, ethics, materialism, globalization, environmental sustainability, and the political and economic philosophy underlying marketing. Course is multidisciplinary and uses a variety of readings to cover each topic area. **Prereq:** MKT 3010 and junior standing.

**MKT 4500 Strategic Marketing Management 3 (3)**

Application of marketing constructs in analyzing and solving marketing problems. Emphasizes information systems, data analysis, and critical-thinking skills in solving marketing problems in a wide range of managerial decision areas, including, but not limited to, new product development, pricing, advertising, personal selling, channels, and international marketing. **Prereq:** Marketing major and MKT 3010 and six credits of 4000-level marketing courses.
ML 1010 Leadership Fundamentals I 2 (2) Study of leadership focused at the individual level. Students learn effective communicating skills, ethical decision making, small-group management, and mental and physical conditioning. Skills are applied in a variety of challenging training events during laboratory, including rappelling, water survival, land navigation, and team athletics. Coreq: ML 1011.

ML 1011 Leadership Fundamentals I Laboratory 0 (1) Non-credit laboratory to accompany ML 1010. Coreq: ML 1010.

ML 1020 Leadership Fundamentals II 2 (2) Continued study of leadership focused at the individual and team levels. Topics include problem solving, critical thinking, leadership styles, and group cohesion. Leadership laboratory training includes small tactics and weapons firing. Coreq: ML 1021.

ML 1021 Leadership Fundamentals II Laboratory 0 (1) Non-credit laboratory to accompany ML 1020. Coreq: ML 1020.

ML 2010 Leadership Development I 3 (2) Study of leadership focused at the team level. Students develop leadership skills through public speaking, managing small groups, and mentoring first-year students. Skills are applied in a variety of challenging training events during leadership laboratory, including rappelling, water survival, land navigation, and team-building exercises. Coreq: ML 2011.

ML 2011 Leadership Development I Laboratory 0 (2) Non-credit laboratory to accompany ML 2010. Coreq: ML 2010.

ML 2020 Leadership Development II 3 (2) Continued study of leadership at the team and small group levels. Focuses on moral leadership, officership, and the Army as a profession. Leadership laboratory training includes small unit tactics, airborne operations, and weapons firing. Students lead teams throughout the semester. Coreq: ML 2021.


ML 2100 Leaders Training Course 4 (8) Five-week leadership camp conducted on an Army post. Students’ pay and expenses are provided by the U.S. Army. Environment is rigorous and focused on leadership development. No military obligation is incurred. Completion of this course qualifies students for entry into the Army ROTC Advanced Course.

ML 3010 Advanced Leadership I 4 (2) Study of leadership focused on decision making, planning, communicating, and executing. Addresses motivational techniques, the role of a leader, and performance assessment. Provides students with leadership management tools and methodology. Students are responsible for training, developing, and mentoring Basic Course students. Students apply learned techniques in leadership laboratory. Coreq: ML 2020 or ML 2100. Coreq: ML 3011.

ML 3011 Advanced Leadership I Laboratory 0 (4) Non-credit laboratory to accompany ML 3010. Coreq: ML 3010.

ML 3020 Advanced Leadership II 4 (2) Continuation of leadership study focused on collective skills training, tactics, and small group instruction. Synthesizes various components of training, leadership, and team-building learned during the Basic Course and ML 3010. Final step in students’ progression prior to the Leader’s Development and Assessment Course. Coreq: ML 3010. Coreq: ML 3021.

ML 3021 Advanced Leadership II Laboratory 0 (4) Non-credit laboratory to accompany ML 3020. Coreq: ML 3020.

ML 3900 American Military Experience 3 (3) Covers the purpose of the American military experience from its Colonial origins to today’s War on Terrorism. Topics include the evolution of U.S. joint forces and coalition operations, effects of United States society on its military, and how leaders utilize the military decision making process. How historical leaders developed critical thinking skills about the human dimensions of war is also discussed. Coreq: Enrollment in Army ROTC program.

ML 4010 Organizational Leadership I 4 (2) Culmination of leadership study in preparation for commissioning as Army officers. Students continue exercising leadership and management skills as senior cadet leaders. Leadership instruction focuses on coordinating activities with staffs, communicating effectively, counseling and mentoring subordinates, training management, and ethics. Coreq: ML 3020. Coreq: ML 4011.

ML 4011 Organizational Leadership I Laboratory 0 (4) Non-credit laboratory to accompany ML 4010. Coreq: ML 4010.

ML 4020 Organizational Leadership II 4 (2) Continuation of ML 4010. Focuses on the continued study of moral, ethical, and legal issues faced by leaders. Includes instruction in administrative and logistical management. Requires students to apply their knowledge individually and collectively to solve problems and improve the organization. Coreq: ML 4010. Coreq: ML 4021.

ML 4021 Organizational Leadership II Laboratory 0 (4) Noncredit laboratory to accompany ML 4020. Coreq: ML 4020.

ML 4510 Organizational Leadership III 3 (2) Transitional leadership development and training for completion cadets and others designed to enhance practical experiences in managing organizational training programs, develop leadership skills by serving in cadet staff positions, develop small group decision making and conflict management skills, and reinforce physical fitness and lifestyle skills required of leaders. May be repeated for a maximum of six credits. Coreq: ML 3020. Coreq: ML 4511.

ML 4511 Organizational Leadership III Laboratory 0 (3) Non-credit laboratory to accompany ML 4510. Coreq: ML 4510.

MATERIALS SCIENCE AND ENGINEERING


MSE 1010 Materials Technology in Everyday Life 3 (3) Introduces principles of materials science benefiting citizens. Students learn how to make intelligent choices about everyday materials and devices and present their informed opinions through class discussion and group projects involving controversial topics such as recycling, green manufacturing, and nanotechnology.

MSE 2010 Yarn Structures and Formation 4 (3) Study of fiber processing systems required to transform various fibrous materials into yarn. Involves the machine principles and theories, relationship of the fibers to the process and the resultant yarn structures, and subsequent analysis of the yarn structure to define quality and to determine suitable manufacturing practices. Coreq: MSE 2500. Coreq: MSE 2011.

MSE 2111 Yarn Structures and Formation Laboratory 0 (3) Non-credit laboratory to accompany MSE 2110. Coreq: MSE 2010.