

Marketing Track Options

Track 1: Analysis of Culture (Choose 2)

LING 4100: The Study of Language (3 credits)

Investigates ways in which human languages are structured, how they change, how they reflect the cultures in which they are used and how they are learned. (F, Sp)

LING 4900: Analysis of Cross-Cultural Difference (3 credits)

Develops awareness of what culture is and how it shapes perceptions and attitudes. Through interactive student-centered activities, students learn to analyze cultural differences. (Sp)

PSY 4210: Personality Theory (3 credits)

Explanatory study of various personality theories, their origin, and approaches to understanding human behavior. Pre-requisites: Stat 2300 or Psy 2800 and Psy 1010 (Sp)
(psyc advisor: Karen Ranson, 797-1456, Education Bldg. rm 475)

PSY 4240: Multicultural Psychology (3 credits)

Explores cultural influences on basic psychological processes, including perception, cognition, language, emotion, intelligence, attitude, values, and inter-group relations. Pre-requisites: Psy 1010 (F)
(psyc advisor: Karen Ranson, 797-1456, Education Bldg. rm 475)

MHR 4630: Human Resource Management (3 credits)

Introduces the process of managing human resources including: human resource planning, recruitment, selection, training, performance evaluation, compensation, career management, and labor relations. Also discusses diversity, human resource strategy, and related ethical issues. (F, Sp)

ENVS 3000: Natural Resources Policy and Economics (4 credits)

Introduction to natural resource policy and economics. Policy components include: models, processes, participants, laws, and tools for decision-making and policy implementation. Economics components include: theory, interest calculations, financial analysis, non-market valuation, and regional impact analysis. (F)

ENVS 3330: Environment and Society (3 credits)

Emphasizes how human actions modify the physical environment and how physical systems affect human systems and the changes occurring in the meaning, use, and importance of resources at a global and regional scale. (Sp)

ENVS 4000: Human Dimensions of Natural Resource Management (3 credits)

Focuses on balancing science and social values in ecosystem management and decision-making. Topics include environmental justice, communication and behavior change strategies, landscape perception and attitudes, resource-dependent communities, public involvement and conflict management. (F)

MIS 4550: Principles of International Business Communication (3 credits)

Culture-general and culture-specific study of business communication in the diverse world of international business from both theoretical and applied perspectives (Sp)

~See reverse for Research Track and Recreation/Tourism Track~

Track 2: Research (Choose 2)

ECON 4010: Managerial Economics (3 credits)

Microeconomic principles applied to economic decision-making and policy formulation, with emphasis at the level of business firm and the individual consumer. Designed for undergraduate business and accounting majors. (Credit will not be given for both ECON 4010 and ECON 5010.) Pre-requisites: ECON 1550 or ECON 2010, MATH 1100, STAT 2300. (F, Sp)

ECON 4310: Mathematical Methods for Economics (3 credits)

Review of single-variable calculus (differentiation and integration); multivariate calculus (including the chain rule and implicit differentiation); optimization (unconstrained and constrained); linear algebra and applications (including linear programming). Economic applications. Pre-requisites: ECON 2010, MATH 1100. (F)

STAT 3000: Statistics for Scientists (3 credits)

Introduction to statistical concepts, graphical techniques, discrete and continuous distributions, parameter estimation, hypothesis testing, and chi-square tests. Pre-requisites: C- or better in Math 1100 or 1210. (F, Sp, Su)

BA 4790: Supply Chain Management (3 credits)

Analysis of the concept of supply chains and how managing them supports operation strategy and organizational competitiveness. Topics include supply management, supply chain alliances, distribution planning, and logistics systems design. Pre-req: B- or better in BA 3700. (F)

Track 3: Recreation/Tourism (Choose 2)

ENVS 3300: Fundamentals of Recreation Resources Management (3 credits)

Principles of wildland recreation management including: characteristics of recreation use and users, introduction to planning concepts, management of wildland recreation facilities and infrastructure, and integration with other natural resource uses. (F)

ENVS 4130: Recreation Policy and Planning (3 credits)

Examines the historical, legal, and political context of outdoor recreation policy on public lands; government agency culture, regulation, and partnering; relationship of outdoor recreation to tourism; and theory and application of principal planning tools for outdoor recreation settings. (Sp)

ENVS 4500: Wildland Recreation Behavior (3 credits)

Social, psychological, and geographic influences on human behaviors in wildland recreation settings. Emphasis on critical problems affecting public land recreation management. (F)

PRP 3000: Recreation Programming (3 credits)

Studies recreation programming, including methods, models, and classification. Also includes analysis of activities, organizational structures, and evaluation techniques. (Sp)
(PRP advisor: Mary Lou Reynolds, 797-1278, HPER rm. 145)

PRP 3200: Recreation Event Planning and Management (3 credits)

Explores principles of special event and festival planning, emphasizing development and integration of operational strategies. Concentrates on conceptualization, analysis, economic impacts, marketing, and evaluation of small-scale to large-scale community events. Pre-requisite: PRP 3000. (F, Sp)

PRP 3750: Commercial Recreation and Tourism (3 credits)

Examines history, organization, and management of commercial recreation and tourism enterprises. Studies entrepreneurship, feasibility, marketing, and management of projects. (Sp)

PRP 4400: Recreation Facility Design and Management (3 credits)

Studies recreation park facility design and management issues including: feasibility studies, master plans, features, trends and issues in equipment design, maintenance, accessibility, and safety. Pre-requisite: PRP 3000. (F)