

2009-2010 Course Catalog

The University Of Montana

Department of Management and Marketing

Klaus Uhlenbruck, Chair

The Department of Management and Marketing offers three majors within the Bachelor of Science in Business Administration: International Business, Management, and Marketing.

International Business Major

The international business major provides students with the opportunity to focus on the managerial, economic, cultural, political and social dimensions that will prepare them for functioning in a global business community.

Basic Requirements for International Business Major

Required	Credits
MGMT 368 International Business	3
MGMT 480 Cross-Cultural Management	3
FIN 473 Multinational Financial Management and Accounting	3
And one of the following:	
MGMT 465 World Trade and Commerce	3
MGMT 485 Seminar in Contemporary International Issues	3

Plus the completion of all of the requirements for at least one other functional major area within the School of Business Administration (Accounting, Finance, Information Systems, Management, or Marketing).

Plus 6 credits, approved by the business school's international faculty advisor, and selected from internationally-focused courses, an international exchange, an international internship, or a study abroad program. Students should consider an area/cultural focus, such as Japan, China, Western Europe, Central Europe, Eastern Europe.

Plus four semesters or the equivalent (as determined by the Department of Modern and Classical Languages and Literatures) of any one foreign language is required. It is recommended that students complete the foreign language by the end of their junior year.

Management Major

The management major is designed to provide students with the interpretative, analytical, and integrative skills required in managerial positions in a variety of business and nonprofit organizations.

Basic Requirements for Management Major

Required	Credits
MGMT 344 Human Resource Management	3
MGMT 348 Entrepreneurship	3
MGMT 368 International Business	3
MGMT 420 Leadership and Motivation	3
MGMT 444 Management Communication	3

Plus three (3) courses from the following:

MGMT 401 Event Management	3
MGMT 402 Principle of Entertainment Management I	3
MGMT 403 Principle of Entertainment Management II	3
MGMT 430 Business Negotiations	3
MGMT 320E Business Ethics	3
MGMT 449 Business Plan Implementation	3
MGMT 458 Advanced Entrepreneurship Seminar	3
MGMT 465 World Trade and Commerce	3
MGMT 480 Cross-Cultural Management	3
MGMT 485 Seminar in Contemporary International Issues	3
MGMT 495 Special Topics	3
MGMT 498 Management Internship	3 only

Courses recommended outside of Business:

PSYX 360S (PSYC 350S) Social Psychology*	3
ECNS 312 (ECON 323) Labor Economics*	3
ECNS 324 (ECON 324) Industrial Relations*	3

*Check course descriptions for prerequisites.

Marketing Major

The marketing major provides students with knowledge and skills required in the process of marketing products, services, or ideas. The contemporary role of marketing in society is treated from various perspectives, including functional and institutional analysis, along with the application of decision making tools.

Basic Requirements for Marketing Major

Required	Credits
MGMT 368 International Business	3
MKTG 362** Consumer Behavior	3
MKTG 363** Marketing Communication	3
MKTG 366** Marketing Research	3
MKTG 461 Marketing Management	3

Nine (9) credits from the following:

MKTG 369 Advertising Competition	3-6
MKTG 410 Marketing Channels	3
MKTG 411 Services and Relationship Marketing	3
MKTG 412 Nonprofit Marketing	3
MKTG 460 Marketing of High-Technology Products and Innovations	3
MKTG 495 Special Topics	3
MKTG 498 Marketing Internship	3 only
MGMT 444 Management Communication	3

Courses recommended outside of Business:

PSYX 360S (PSYC 350S) Social Psychology*	3
RECM 483 Commercial Recreation, Marketing and Tourism*	3
MAR 111A Fundamentals of Media Arts Production	3
CS 181 Electronic Publishing on the World Wide Web	3

*Please check course descriptions for prerequisites.

**MKTG 362, 363, and 366 are prerequisites for MKTG 461.

Suggested Course of Study

For all business majors:

First Year	A	S
MIS 100S Introduction to Business	3	-

COMM 111A Introduction to Public Speaking	-		3	
CS 172 Computer Modeling	-		3	
ECNS 201S (ECON 111S) Principles of Microeconomics	3		-	
ECNS 202S (ECON 112S) Principles of Macroeconomics	-		3	
WRIT 101 (ENEX 101) Composition	3		-	
M 115 (MATH 117) Probability and Linear Math	3		-	
OR for Finance majors, M 162 (MATH 150), Applied Calculus	4		-	
Electives or General Education	3		6	
	15-16		15	
Second Year		A		S
ACTG 201 (ACCT 201) Principles of Financial Accounting	3		-	
ACTG 202 (ACCT 202) Principles of Managerial Accounting	-		3	
STAT 216 (MATH 241) Introduction Statistics	4		-	
MIS 257 Business Law	-		3	
MIS 270 Management Information Systems	-		3	
Electives and General Education	8		6	
	15		15	

Individual programs may differ from the suggested course of study to better accomplish the needs of the particular student.