Marketing, M.S.

FOX SCHOOL OF BUSINESS AND MANAGEMENT (http://www.fox.temple.edu)

About the Program
The Fox School of Business and Management offers M.S. programs through which students acquire in-depth knowledge of one business discipline. These programs are ideally suited for the business professional who wishes to develop advanced mastery of one business specialization. Our approach to graduate education helps develop practical expertise through case analyses and presentations, interaction with business practitioners, and team projects. The Fox School prepares students to step immediately into key management roles in highly specialized fields. The Fox School is the region's second largest business graduate school with over 1,300 students studying in 35 graduate business areas of concentration.

Time Limit for Degree Completion: 6 years

Campus Location: Center City, Fort Washington
Required business core and advanced managerial perspectives courses are offered in a rotation cycle at the Center City and Fort Washington campuses. A selection of upper-level courses is offered at the Center City and Main campuses each semester. Courses may also be offered online.

Full-Time/Part-Time Status: Students are required to complete the degree program through classes offered after 4:30 p.m. Students are also able to complete the degree program on a part-time basis (8 credit hours or less per semester).

Affiliation(s): Research is supported by the Fox School of Business and Management's Advanta Center for Research in Financial Institutions, the Biostatistics Research Center, the Center for Competitive Government, the Center for Healthcare Research and Management, the Center for Neural Decision Making, the Irwin L. Gross eBusiness Institute, the Innovation and Entrepreneurship Institute, the Institute of Global Management Studies, and the Small Business Development Center. Research interests of the Fox School faculty are also supported by numerous centers and institutes throughout Temple University.

Ranking: The Fox School of Business and Management is highly ranked. Current ranking information may be viewed at http://www.fox.temple.edu/cms_about-fox/rankings/.

Accreditation: All Fox School of Business and Management graduate business programs are accredited by the Association to Advance Collegiate Schools of Business International (AACSB International), the association for management education.

Areas of Specialization: The M.S. in Marketing offers two tracks for specialized study: Marketing Communication and Marketing Research.

Job Prospects: Graduates of the Fox School of Business and Management obtain jobs in computer/information technology; consulting; consumer products and services; energy/utilities; financial services/banking; government; healthcare; industrial products and services; manufacturing; pharmaceuticals; telecommunications; and tourism/transportation.

Non-Matriculated Student Policy: Students with an undergraduate GPA of 3.0 or higher may be allowed to take classes under non-matriculated status. Non-matriculated students may take a maximum of 9 credit hours. Any additional courses require the student to be matriculated in a program.

Financing Opportunities: The Fox School of Business and Management has a limited number of graduate externships for assignments in academic and administrative departments. Work assignments are generally administrative in nature and may include word and data processing. An extern provides up to 20 hours of service per week. Students are required to submit applications directly to the department in which they wish to be appointed.

Admission Requirements and Deadlines

Application Deadline:

Fall:
- December 10 - Early Decision
- March 1 - Application Deadline
- June 30 - Late Application Deadline

Spring: October 30

Applications are processed as they are received throughout the year. Late applications may be considered for admission.

APPLY ONLINE (http://fox.force.com/SiteLogin) to this Fox graduate program at http://fox.force.com/SiteLogin.

Letters of Reference:
Number Required: 2
From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or an immediate work supervisor.

Coursework Required for Admission Consideration: Students that do not hold an undergraduate business degree may be advised to take general business courses as part of their elective sequence.

Bachelor’s Degree in Discipline/Related Discipline: A baccalaureate degree, preferably in business, is required.

Statement of Goals: Two essays are required, one each on:

• Leadership: Please describe an incident from your personal experiences that typifies your definition of leadership. Specifically address ethics, diversity, collaboration, and motivation.
• Goals: Describe how you would expect to change over the course of the program. What personal and professional values and skills do you hope to acquire beyond academic content? How will obtaining the degree help you achieve your career goals?

Standardized Test Scores:
GMAT/GRE: Required.

TOEFL: 100 iBT or 600 PBT minimum. Applicants may substitute the IELTS for the TOEFL with a comparable minimum score of 7.5.

Resume: Current resume required.

Transfer Credit: Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the M.S. program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a “B” or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:
Number of Didactic Credits Required Beyond the Baccalaureate: 30

Required Courses:

Marketing Communications Track

Prerequisite Courses (0-9 credits)
- MIS 5001  Information Technology Management
- MKTG 5001  Marketing Management/Strategy
- STAT 5001  Quantitative Methods for Business

Marketing Requirements
- MKTG 5101  Consumer and Buyer Behavior 3
- MKTG 5102  Marketing Communications 3
- MKTG 5103  Marketing Research: Techniques and Application 3
- MKTG 5104  Managerial Decision Strategies in Marketing 3

Related-Discipline Requirements
Select 15 credits, including up to 6 credits from outside Fox: 1
- MSP 5041  Communication Content and Behavior 1
- JRN 5005  Communication Law 1
- MIS 5112  Business Design and Innovation
- MKTG 5105  Electronic Commerce
- MKTG 5107  Product Management
- MKTG 5502  International Marketing Management
- MSOM 5001  Operations Management
- STRC 8102  Legal Issues in Communication Management 1

Field Research Project
- MKTG 5182  Independent Study 3

Total Credit Hours 30
Other courses considered with prior approval from the faculty advisor.

Marketing Research Track

Prerequisite Courses (0-9 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 5001</td>
<td>Information Technology Management</td>
</tr>
<tr>
<td>MKTG 5001</td>
<td>Marketing Management/Strategy</td>
</tr>
<tr>
<td>STAT 5001</td>
<td>Quantitative Methods for Business</td>
</tr>
</tbody>
</table>

Marketing Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 5101</td>
<td>Consumer and Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 5103</td>
<td>Marketing Research: Techniques and Application</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 5104</td>
<td>Managerial Decision Strategies in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 5182</td>
<td>Independent Study</td>
<td>3</td>
</tr>
</tbody>
</table>

Related-Discipline Requirements

Select one of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 5102</td>
<td>Marketing Communications</td>
</tr>
<tr>
<td>MKTG 5105</td>
<td>Electronic Commerce</td>
</tr>
<tr>
<td>MIS 5101</td>
<td>Business Intelligence</td>
</tr>
<tr>
<td>MIS 5108</td>
<td>Digital Business Strategy</td>
</tr>
<tr>
<td>MSOM 5001</td>
<td>Operations Management</td>
</tr>
</tbody>
</table>

Methodology Requirements

Select two of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AOD 5540</td>
<td>Current Topics in AOD</td>
<td>3</td>
</tr>
<tr>
<td>EPSY 8627</td>
<td>Introduction to Research Design and Methods</td>
<td>3</td>
</tr>
<tr>
<td>EPSY 8629</td>
<td>Test Construction and Validation</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8103</td>
<td>Sampling Theory</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8107</td>
<td>Design of Experiments I</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8111</td>
<td>Survey Techniques for Business Applications</td>
<td>3</td>
</tr>
</tbody>
</table>

Statistics Requirements

Select three of the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSY 8031</td>
<td>Survey of Multivariate Techniques</td>
<td>3</td>
</tr>
<tr>
<td>PSY 8041</td>
<td>Factor Analysis and Scaling</td>
<td>3</td>
</tr>
<tr>
<td>PSY 8051</td>
<td>Focused Analysis of Research Data</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8001</td>
<td>Probability and Statistics Theory I</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8003</td>
<td>Statistical Methods I</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8004</td>
<td>Statistical Methods II</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8105</td>
<td>Time Series Analysis I</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8109</td>
<td>Regression, Time Series, and Forecasting for Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>STAT 8111</td>
<td>Survey Techniques for Business Applications</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours: 30

Contacts

Program Contact Information:
http://www.fox.temple.edu/cms_academics/specialized-masters-program/concentrations/marketing/

Department Information:

Fox School of Business and Management
1801 Liacouras Walk
701 Alter Hall (006-22)
Philadelphia, PA 19122
foxinfo@temple.edu
Department Contacts:

Academic Director:
James Hunt
hunt@temple.edu
215-204-1620

Specialized Master's Programs Coordinator:
Rachel Carr
Associate Director for Specialized Master’s Programs
rcarr@temple.edu
215-204-0574

Graduate Chairperson:
Richard Lancioni
richard.lancioni@temple.edu
215-204-8885

Adult & Organizational Develop Courses

AOD 5401. System Dynamics. 3 Credit Hours.
Frameworks for understanding dynamic social systems that form the bases for research, assessment, planning, intervention, and evaluation of social entities are explored. Linear and nonlinear theories are examined, especially as they may be applied to group and organizational training and development.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5402. Communication and Conflict. 3 Credit Hours.
This course focuses on the role of communication in settings where there is an attempt to manage conflict among individuals or groups. Students study the major factors that influence conflict interaction and learn to apply conflict theories to interpersonal, group, and organizational settings.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5403. Facilitating Adult Learning. 3 Credit Hours.
This course examines teaching and learning transactions in adult educational settings and the methods and techniques appropriate for facilitating adult learning.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5404. Organizational Communication. 3 Credit Hours.
This course looks at the elements of constructive organizational culture. Students learn to design and implement dispute systems to create constructive conflict cultures. Change and learning processes are studied to help navigate cultural and systemic change effectively.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5515. Conflict Resolution in Education. 3 Credit Hours.
Educators need to know how to develop safe and constructive learning environments. Effective management of conflict in educational settings and the creation of conflict competence in students and staff are key. This course provides an overview of proven programs in conflict resolution education in K-12 contexts.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5516. Negotiation Processes. 3 Credit Hours.
Negotiation is a critical skill in any professional or personal context. This course teaches students to engage effectively in cooperative and competitive orientations as a means to negotiate dyadic and multiparty situations.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
AOD 5518. Third-Party Conflict Intervention. 3 Credit Hours.
This course examines the various ideologies and roles that third parties adopt as they intervene in conflict in interpersonal, group, organizational, or cross-cultural settings. Students learn the fundamentals of various third-party roles, including mediators, arbitrators, ombudspersons, and facilitators. Emphasis is placed on how conflict interveners' purpose drives their practice as they work toward transforming difficult conflicts.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5522. Interpersonal Skills Training. 3 Credit Hours.
This course examines training methods to develop interpersonal and team effectiveness in the workplace. Skills included are understanding others, clear communication, asserting needs, exchanging feedback, influencing, resolving conflict, collaborating, and shifting gears.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5524. Sociocultural Dynamics. 3 Credit Hours.
This course examines contending frameworks for understanding conditions and dynamics of sociocultural diversity and scenarios for preferred outcomes. Contemporary and evolving issues of human diversity in our global, local, and personal contexts are explored, especially as these relate to professional practice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5527. Training Design and Delivery. 3 Credit Hours.
This course examines the design of training programs in public and private sector organizations. Students learn to design active, experientially based training programs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5532. Leadership and Management. 3 Credit Hours.
This course addresses the theoretical understandings that guide appropriate implementation of professional managerial and facilitative roles in adult and organizational development. Students gain increased clarity regarding contextually appropriate practice of both management and leadership.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5537. Team Development. 3 Credit Hours.
This course provides a comprehensive overview of group research and theory and explores how group or team development influences adult learning and organizational goal achievement. Students become familiar with both basic and applied research in the area, especially as these relate to change and/or learning contexts.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5534. Group Facilitation and Consultation. 3 Credit Hours.
This course focuses on the skills needed to assist groups and teams in their decision-making processes. Students learn both voting and consensus processes and develop the skills needed to facilitate either approach to decision-making. The course also covers a range of specialized formats for assisting group decision-making such as brainstorming, nominal group technique, problem solving, incrementalism, and mixed scanning.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5535. Organizational Assessment, Design and Strategy. 3 Credit Hours.
Through the exploration of theory, research, and practice, this course is designed to enhance understanding of models and methods for assessing organizations, for strategic and focused planning, and for the creation of alternative system designs that may be employed to determine deliberate interventions.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

AOD 5540. Current Topics in AOD. 1 to 3 Credit Hour.
The topics of this course vary. Its inclusion in the curriculum allows faculty and students to explore emerging issues in the field.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

AOD 9187. Practicum in Adult and Organizational Development. 3 Credit Hours.
This course provides students with the opportunity to translate adult and organizational theory into practice by gaining experience working in contexts in which change and learning are being fostered. Students work under the auspices of the Training and Development Center and are placed in a variety of contexts. This course should be taken near the end of the student's program.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
AOD 9231. Proseminar in AOD. 3 Credit Hours.
This capstone course provides students with the opportunity to design and complete a culminating project that applies the principles of AOD theory and practice.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

Education Courses

EDUC 5010. Special Topics in Education. 1 to 4 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 5011. Entrepreneur Thinking-Ed. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5101. Critical Understanding of Social Science Research. 3 Credit Hours.
This is an introductory course in understanding research for graduate students who will primarily be consumers of research, such as Masters and Specialist students. It will also serve as an introduction to research for doctoral students in applied fields (EdD and PsyD), who may go on to do applied research and take other research courses such as Program Evaluation or Single-Subject Research. It introduces students to the principles of social scientific research and the components of the research process. We also discuss the ethical issues inherent within any research involving human subjects. Conceptual, procedural, and analysis issues from quantitative, qualitative, and mixed methods research traditions will be covered, ranging from clinical trials and experimental designs to ethnographies in real-life settings. Because the scope of the course is quite broad, it will not be possible to cover all of the details of every design and method used in educational research. Nevertheless, by the end of the course you should be aware of a range of procedures that may be applied to different types of educational studies. You will also be aware of the guidelines that should be used in selecting a set of appropriate research methods and in evaluating research. You will also learn about the role of theory in educational research and how theoretical and conceptual frameworks inform research questions and the choice of data and methods.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5115. The Context of Education. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5203. Effective Teaching: Theory and Practice. 3 Credit Hours.
Provides theoretical and research basis for effective teaching strategies and affords the opportunity to practice the skills in simulated classroom conditions. Emphasizes the mastery of each skill. Exposure to a variety of teaching procedures and to a choice of the most appropriate strategy in a given educational situation.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5204. Literacy N-6. 3 Credit Hours.
Examines theoretical models in reading and language arts and their applications to early childhood/elementary and classroom practices, K-6. Provides opportunities for students to focus on developmental and application issues in literacy learning, the integration of reading and language arts, and alternative assessment techniques.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5205. Numeracy N-12. 3 Credit Hours.
A study of how numeric concepts and computational logic contribute to science, social studies, English language arts, and other subject areas. Students in various disciplines learn how to apply these concepts and logic to their own classrooms.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5207. Early Childhood/Elementary Environments and Learning. 3 Credit Hours.
Guides students as prospective early childhood/elementary teachers in establishing and maintaining learning environments for children. Research based principles for effective teaching and developmentally appropriate curriculum practices are presented and supported with authentic classroom based examples. Helps students utilize proven systematic approaches that will enable them to organize, conduct, and evaluate instructional practices in preschool and elementary settings. Guided by two beliefs: (1) that students need to engage actively with the concepts presented in the course outline, and (2) that students should be exposed first hand to the realities of teaching in urban settings.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EDUC 5211. Creating a High School Learning Community. 3 Credit Hours.
Utilizes the natural and social sciences jointly as the vehicle to exemplify to the student (1) the processes associated with stimulating the learners’ integration of thinking skills toward higher order problem resolution, and (2) the strategies aimed at socialization of the learners into a learning community.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5212. Curriculum, Instruction, and Technology in Education. 3 Credit Hours.
This 3 semester hour graduate course provides an introduction to the concepts, theories, and practices that address the linkages between the curriculum, instruction and technology. In particular, this course focuses on the implementation, management, and administration of technology infrastructure (hardware and software) at the building, school, and district levels.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5215. Standards & Tchg Pract. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5221. English for Foreign Students. 3 Credit Hours.
The focus of this course is on English skills needed for instructional purposes. The course offers students opportunities to develop communicative skills necessary for successful teaching and information about teaching in U.S. institutions of higher education (e.g., syllabi, instructional formats, and legal issues, such as sexual harassment and plagiarism). Note: This course is for ITA students.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5229. Crit Thk Val Clar & Inq. 1 to 3 Credit Hour.
This course examines the tension that exists between curriculum requirements (especially as measured by high stakes testing) and the need to teach students critical thinking and responsibility. Participants will incorporate classroom climate techniques (character education, anti-bullying programs, etc.) into their curriculum development and their instructional planning.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5231. Col Studies AT2 (CSAT 2). 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5232. Col Studies AT3 (CSAT 3). 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5241. Comp Rdg Instruction. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5242. Lit for Mid Level Learnr. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5243. Col Studies AT1 (CSAT1). 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5244. Class Discourse. 3 Credit Hours.
The purpose of this course is to provide doctoral students with the theory and framework to study classroom discourses. According to Gee (1989), discourse "integrates words, acts, values, beliefs, attitudes, and social identities as well as gestures, glances, body positions, and clothes" (p. 7). In this broad context, we will examine student discourses in reading/language arts, mathematics and science in both in school and out-of school contexts. We use vignettes from Courtney Cazden's text as a model to critique classroom discourses among teachers and students. We also examine transcribed texts to find linguistic patterns in reading, mathematics and science classrooms. Finally, we use rubrics to judge the quality of classroom discourses to illustrate content knowledge.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5254. Characteristics of Computer-Based Instruction. 3 Credit Hours.
Application of computer technology in instructional programs. Discusses prospects and problems of the uses of computers and other technologies (e.g., interactive whiteboards) in support of direct instruction, management, and testing. Hands-on experience is included.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EDUC 5255. Tech in Classrooms: TPCK. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5257. Elem Sch Rdg Inst. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5258. Second Sch Read Inst. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5259. Tch Rdg & Lang to Spec. 3 Credit Hours.
This course focuses on understanding a) reading, b) reading problems, c) assessment strategies, and d) effective, research-based, teaching practices for students with special needs. “Students with special needs” includes but is not limited to those with poor reading, writing, and speaking skills, learning disabilities, and cultural, economic, and language differences. The goal of the course is to provide each student with first-hand knowledge, skills, and solutions to address children's reading problems. Questions that guide this course include: What are the causes of low language and literacy abilities among students? How do we assess students with poor reading and writing skills? What reading and language arts strategies are most effective with students with special needs? What education and psychology of reading theories inform these practices? How can we practice inclusion during reading and language arts lessons? What additional services are available to support all children's success in the classroom?
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5261. Beginning Rdg Instructn. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5262. Qualitative Res in Ed. 3 Credit Hours.
Several qualitative research designs will be reviewed, including discussions of phenomenology, grounded theory, interpretive paradigm, narratives, histories, and ethnography. Research strategies/methods will be critiqued, including interviewing, participant-observation, and textual/content analysis. Important concepts for this course are appropriate research questions, study design, data collection methods, data management, managing the study, data analysis, interpretation of results, and presenting the study to peers. Qualitative data analysis will be introduced, but the emphasis is on research design and data collection. Combining qualitative and quantitative data will also be discussed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5272. Instl Pract Middle Class. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5275. Seminar in Supervised Teaching. 3 Credit Hours.
Describes basic principles of human behavior in relation to managing classrooms and the teaching of academic skills. Examples of successful applications of the principles are provided. Students required to use the principles and procedures in their classrooms and to report the outcomes to the participants in the class.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5287. Practicum in Teaching. 3 Credit Hours.
Introduces students to the process of teaching children in an elementary or high school environment. Under the direction of a Temple University faculty member, the student observes elementary or high school students in a variety of situations. Classroom discussions are held in conjunction with observed events and suggestions are made as to how to deal with a variety of management and academic problems. The course is a prerequisite to ED 406 and 412, and is taken in conjunction with ED 403 at the start of the student's program.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 5325. Introduction to Statistics and Research. 3 Credit Hours.
An introductory course which focuses on basic research and statistical concepts. The course will cover both descriptive and inferential statistics from the perspective of an informed consumer of empirical research. There are no prerequisites for the course. The purpose of this course is to enable students to interpret and use a variety of descriptive and inferential statistical procedures that are commonly used in education and the social sciences. Topics covered in the course include an introduction to research design, sampling, descriptive statistics, t-test, Pearson correlation, univariate analysis of variance, and non-parametric statistical tests. Emphasis will be on the proper use and interpretation of these statistical procedures. The course does not emphasize the calculation of statistics, and mathematical sophistication is not assumed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EDUC 5401. Intro to Middle School. 3 Credit Hours.
This course will introduce you to the middle school concept. Characteristics of middle schools will be discussed, including teaming, interdisciplinary units, and literacy across the content areas. Important aspects of the middle school environment, such as collaborating with specialists and creating a learning environment in the classroom, will be emphasized. Field experiences will be in the form of focused observations and interviews.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5402. Child and Adolesc Develop. 3 Credit Hours.
This course will focus on issues of child and adolescent development that are relevant for educators. Development (e.g., physical, cognitive, social) and learning theories will be examined through discussions of theory and research. Particular attention will be paid to the early adolescent. Field-based experiences, in the form of focused observations and interviews, will support these discussions. Group and individual differences will be emphasized.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5403. Diverse Lrns in Class. 3 Credit Hours.
Through this course, students will gain expertise in applying best practices to ensure access, equity, and quality education for all students. This course will introduce you to the characteristics and special needs of students having disabilities and of students who are culturally and linguistically diverse. The complex and critical issues surrounding inclusive and heterogeneous schooling will be examined along with the establishment of collaborative relationships with fellow colleagues, members of the school community and families. This course provides an overview of theory, research and practice in teaching culturally and linguistically diverse students in the middle grades. Students will learn about the socio cultural characteristics of ELLS and how the process of acquiring multiple languages and literacy skills affects students' learning of academic content. Students will be introduced to approaches for adapting science and math content for English language learners.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5404. Teach Math Middle Gr II. 3 Credit Hours.
This course is part of a sequence of courses within the e=mc2 Transition to Teaching graduate certification program. This course will be taught in the third semester for those in the mathematics track. This course will focus on geometry, measurement, and data, as appropriate for the middle grades. This continuation course will again focus on the particular mathematical and pedagogical knowledge needed for teaching, including issues of planning, instruction, and assessment. Field experience will be in the form of student teaching, and this course will allow for reflection on this experience. Support will be provided for student motivation, classroom management, and other realities of teaching.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5405. Teach Sci Middle Gr II. 3 Credit Hours.
This course is part of a sequence of courses within the e=mc2 Transition to Teaching graduate certification program. This course will be taught in the third semester for those in the science track. This continuation course will again focus on the particular pedagogical knowledge needed for teaching including issues of planning, instruction, and assessment. Field experience will be in the form of student teaching, and this course will allow for reflection on this experience. Support will be provided for student motivation, classroom management, and other realities of teaching. Whereas the first methods course was focused on the big ideas in the various disciplines in science, this course will focus on the cross-cutting themes in science as identified in the National Science Education Standards: systems, order, and organization; evidence, models, and a explanation; change, constancy, and measurement; evolution and equilibrium; form and function.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5406. Research Methods and Induction Capstone. 3 Credit Hours.
This course will provide a vehicle to synthesize learning, reflect on experiences throughout the program, and consider issues related to the first year of teaching. Special topics include behavior problems, teacher stress, first year of teaching, professional development, and action research.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 5407. St Tchg in Middle Grade. 3 Credit Hours.
This field experience involves 9 weeks of full-time student teaching. Prospective teachers will be placed in a middle grades mathematics or science classroom, where they will work under the guidance of a mentor teacher. Experiences include observing, assisting, and delivering whole class instruction. NOTE: All coursework must be completed before taking this course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Education
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Clearance for Education
Cohort Restrictions: Must be enrolled in one of the following Cohorts: EDCNDCY
Repeatability: This course may be repeated for additional credit.

EDUC 5605. Models of Teaching. 3 Credit Hours.
Models of teaching are studied to better understand their goals and strategies, and to support new teachers in developing broader perspectives regarding teaching practice and their implications for student learning.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EDUC 5888. Supervised Teaching. 3 or 4 Credit Hours.
Involves full-time placement in an elementary or secondary school for the entire semester. Students with paid teaching positions may use the school site; others are placed in a school and work with a cooperating teacher. All students supervised by Temple University faculty member.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8102. Qualitative Data. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8103. Contemporary Trends in Educational Research. 3 Credit Hours.
The purpose of the course is to provide a fundamental step in the development of a research orientation of educational phenomena through introducing students to the domain of educational research and to the kind of research questions asked by educational researchers when assuming disciplinary as well as interdisciplinary perspectives.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8104. Epistemology and Method in Educational Research. 3 Credit Hours.
The purpose of the course is to provide a fundamental step in the development of a research orientation of educational phenomena through introducing students to the epistemological foundations and research methods of educational research.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8232. Technology, Teaching, and Learning. 3 Credit Hours.
Focuses on educational technologies and the ability of technology to enhance both program administration and teaching and learning for youth and adults in school and non-school settings. The ethical, social, and scientific ramifications of technological developments in education and how these developments affect the teaching and learning process are discussed. Application of instructional technologies in education, business, and industry presented.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8251. Teacher Development: The Reflective Teacher. 3 Credit Hours.
Designed for practitioners interested in enhancing their skills of reflection with an eye on improving classroom practice. The fundamental components of teaching and learning will provide the foci for discussion, inquiry and reflection. The course will be largely experiential, providing participant's ample opportunity to participate directly in activities designed to provoke introspection and critical analysis.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8252. Cultural Diversity and Learning Styles. 3 Credit Hours.
This course rests on three premises: (1) Because differences among learners affect learning, those differences should inform teaching, (2) Master teachers make informed judgments about learners' needs and interests, and (3) Master teachers use both these judgments and student performance data to inform instruction. This course aims to encourage teachers to consider the usefulness of these three premises for improving student performance.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8253. Accom Tchr: Nbpts Process. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8271. Program Planning and Evaluation. 3 Credit Hours.
Program planning and evaluation are viewed and discussed from a lifespan perspective that incorporates program planning and evaluation for school, post-secondary and higher education, continuing education, community-based, and training and development settings. Students are encouraged to apply program planning content and processes in real educational settings, which may be school or community based.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8272. Adv Classroom Mgt. 3 Credit Hours.
Students will study many of the teacher-controlled environmental variables which influence learning in the classroom. Particular emphasis will be placed on discovering and assessing practical and theoretical instructional strategies related to behavior management, classroom organization, differentiated and adapted teaching techniques, lesson design, motivation, and assessment. Techniques used will include teacher presentations, discovery learning, panel discussions, cooperative learning structures, group and individual projects. Assessment will be based on course participation and a summative portfolio.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EDUC 8273. Adv Coop Learning. 3 Credit Hours.
Through readings, lectures, class discussion and instructor-led activities, students enrolled in this course will be able to (1) describe research-based outcomes achievable through cooperative learning and (2) design and implement a number of practical, cooperative learning models for achieving specific learning objectives.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8274. Curnt Issu/Curr & Instruct. 2 to 3 Credit Hours.
This course invites students to thoughtfully review what is currently considered best instructional practices. Special emphasis will be given to the organization, management, and evaluation of instruction.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8275. Research Design in CITE. 3 Credit Hours.
Students are provided with practical experience in formulating research problems and designing appropriate methods to address those problems within a lifelong perspective of education and learning. An overview of various research designs, including both qualitative and quantitative designs are conducted. Students are expected to learn how to design research.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8276. International Ed Seminar. 1 to 9 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8278. Found Theor Res Reading. 3 Credit Hours.
This course will examine influential theories and research that address the psychological, cognitive, sociocultural, literary and linguistic foundations of reading. During the first part of the course we will consider how leading and often competing reading theories developed over time as well as how seminal research studies were conducted and considered by scholars, practitioners and policy makers. From there we will then focus on research propelling current conversations in the literacy field in

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8279. Found Theor Res Writing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8289. Capstone Seminar Cur Iss. 3 Credit Hours.
This course, taken near the end of the program, will focus on current educational issues and the research surrounding them. In addition, it will include an experiential activity that will form a bridge between the student's career and the coursework of this program, especially the student's specialization or focus.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8545. Social Cntxt Math Sci Ed. 3 Credit Hours.
This course examines research from a socio-cultural perspective on mathematics and science education. We will investigate research on students’ everyday mathematics and science and its relationship to learning these subjects in schools; the relationship between culture, language, and mathematics teaching and learning; and issues of race, social class, and gender in mathematics and science education. Finally, we will examine how national, state, and local policies influence mathematics and science teaching and learning, with particular attention placed on issues of equity and access.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8727. Foundations Math Sci Ed. 3 Credit Hours.
This course will introduce students to the foundations of math and science education. It will examine trends in the history of math and science education, consider major philosophical arguments about learning math and science, and analyze the portrayal of math and science in the K-12 classroom. Simultaneously, we will focus on what it means to do math and science and on understanding the practices and habits of minds of mathematicians and scientists.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 8730. Res Topics Sci Ed. 3 Credit Hours.
This doctoral level course will explore current research in science education. Key questions will be explored and current literature on that topic will be read and critiqued. Faculty in the program area will alternate teaching this course and the topics will vary from year to year. As a result, this course can be taken up to 3 times. Topics that this course will explore are demonstrations in the classroom, scientific inquiry, professional development, classroom-based research, technology in the science classroom among other topics.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
EDUC 8731. Psych of Learning Math. 3 Credit Hours.
This doctoral seminar will focus on psychological theory and research relating to the learning and teaching of mathematics. The main emphasis will be on developing solid conceptions of what it means to know and understand mathematics from a psychological perspective.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 9255. Res.Seminar/Math/Sci Ed. 3 Credit Hours.
This three credit graduate course will introduce you to a subset of major research lines emerging in the fields of mathematics and science education. We will examine the research literature to understand the "hot topics," focusing on those that are currently in debate in the fields. While the course will be focused around topics that affect both fields, readings will help us understand how these topics are being conceptualized in the individual areas of science education and mathematics education. In addition to these topics, this course will continue building and developing the skills that doctoral students will need in order to be successful in their graduate programs and in their professional lives. In particular, this course will focus on developing skills related to writing integrated reviews of research, necessary both for your dissertation and publication. Specific skills focused on in this course will be: situating your research within a larger context (i.e., asking meaningful and answerable (!) questions), identifying focus of specific journals, and writing a critical literature review.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EDUC 9257. Problems in Education. 1 to 6 Credit Hour.
Limited to matriculated doctoral students and those with permission of instructor. Specified problems, research, and practice in education. May be repeated for credit when approved by the instructor. Specific offering changes from semester to semester; contact advisor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9282. Graduate Independent Study in Curriculum, Instruction, and Technology. 1 to 6 Credit Hour.
Limited to matriculated doctoral students and those with permission of instructor. A course intended to meet the needs of students who desire to carry on individual investigation.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9287. Practicum Corr Remed. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9288. Instr. Pract: Corr/Remed. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9289. Fldwork Disabilities Sty. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9487. Pract: Program Supv.. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9489. Field Exp & Practicum. 3 to 6 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9587. Prac Intro to Diagnosis. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9991. Research Apprenticeship. 1 to 3 Credit Hour.
Working under the close mentorship of a faculty member, students actively engage in research and produce a scholarly product such as a submission to an academic conference, an article or chapter or a grant proposal.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9993. Master's Comprehensive Examination. 1 to 6 Credit Hour.
This course is for the Master's comprehensive examination in the College of Education. You should register for the section specific to your advisor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Education
Repeatability: This course may be repeated for additional credit.

EDUC 9994. Preliminary Examination Preparation. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
EDUC 9996. Thesis Credits: Masters. 1 to 6 Credit Hour.
Students complete a thesis or project under the supervision of their advisor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9998. Dissertation Proposal Design. 3 Credit Hours.
Proposal writing. Limited to those who have passed the Preliminary Exams. Repeatable.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

EDUC 9999. Doctor of Education Dissertation. 1 to 6 Credit Hour.
Dissertation research. Limited to those elevated to candidacy/class 9.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.

Educational Psychology Courses

EPSY 5499. ILT: Instructional Technology and Learning. 3 Credit Hours.
Introduces characteristics and applications of basic instructional and computer technology in the teaching-learning process. Students will gain hands-on experience in the use of computer and adaptive and/or augmentative hardware and software.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5501. ILT: Multimedia Learning. 3 Credit Hours.
Provides conceptual discussion and hands-on exploration of technology applications including graphic, photographic, multimedia, audio, and video materials.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5502. ILT: Desktop Publishing and Web Design. 3 Credit Hours.
Presents elements of effective design characteristics for written and web pages will be discussed. Web page maintenance will also be presented.
Students will create documents and web pages using appropriate software applications.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5505. ILT: Authoring Systems. 3 Credit Hours.
Students explore capabilities of various authoring software. Based on instructional design principles, students will develop an interactive learning environment that includes various elements of sound, graphics and motion.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5523. Introduction to Educational Psychology. 3 Credit Hours.
The application of psychological theories to the learning processes and development of children and adolescents including the principles and procedures of assessment and evaluation as they relate to academic achievement and to teaching-learning activities. The primary objective is to facilitate a clear understanding of the complex and dynamic processes of learning and development as they related to the principles of learning and teaching.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5529. Tests and Measurements. 3 Credit Hours.
An introduction to tests and measurements. Reliability, validity, interpretation of standardized test manuals. Survey of standardized aptitude, achievement, and personality tests. Students learn how to construct valid classroom tests.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5531. Learning Theories and Education. 3 Credit Hours.
This survey course covers the nature of theory, the epistemological foundations of learning, and major theories of learning. Focusing on application in educational settings, the course includes associationist, behaviorist, cognitive information processing, and constructivist learning theories.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 5541. Concepts in Human Development. 3 Credit Hours.
Covers the major theoretical orientations and methodological approaches to human development. Uses a life-span approach to cognitive, social, and physical development, genetic influences, parental influences, language and perceptual development, intelligence, peer influences, parenting practices, moral development, and the development of gender identity among other issues.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EPSY 5551. Introduction to Program Evaluation. 3 Credit Hours.
Methods and approaches to evaluation; planning and conducting evaluations; problems confronting the evaluator; professional issues.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8621. Academic Assessment and Intervention. 4 Credit Hours.
This course is intended to introduce pre-service school psychologists to the theories, knowledge, skills, and ethical and legal considerations of academic assessment in school settings. The assessment class will be taught within the overarching framework of an ecological, multi-tiered assessment model. The link between assessment and instructional decision-making will be emphasized throughout the course, with attention to providing instructional support to teachers and to assessment practices for learners with diverse needs. Students enrolled in the course will learn how to select, design, administer, score, interpret, and report results for a variety of assessment approaches related to monitoring instructional efficacy and learner outcomes in a standards-aligned model. Assessment approaches will include: (a) authentic; (b) screening; (c) diagnostic; (d) formative; and (e) benchmark.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8625. Intermediate Educational Statistics. 3 Credit Hours.
Survey of issues, problems, and approaches involved in using ANOVA, correlational, and nonparametric procedures. Emphasizes guidelines for selecting statistical tests, computer-aided computation, and interpretation of results.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8627. Introduction to Research Design and Methods. 3 Credit Hours.
The primary goals of this survey course are to help students understand (a) how to make optimal decisions with respect to their own research, (b) evaluate the decision-making and research practices of other researchers, and (c) that there is no one "best" method (i.e., the best method depends on a researcher's goals; avoid mismatching goals and methods). To be an effective decision-maker, a researcher has to coordinate multiple goals and develop a set of effective options for meeting these goals. The present course is designed to help students identify their goals, develop a set of plausible options (i.e., possible research methods), and evaluate the pros and cons of these options. It is also hoped that students will gain increased insight into the ethics of research and how to write effective journal articles and research proposals. Ideally this course should be taken early in one's program and in conjunction with an epistemology of research course. It is hoped that the one-class introduction to a specific methodology (e.g., ethnography or meta-analysis) will prompt a student to take a follow-up course that spends the entire semester on that method.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8629. Test Construction and Validation. 3 Credit Hours.
Students will plan, develop, construct, revise, and validate an instrument. Methods for assessing reliability and validity (especially construct validity) are emphasized. Item analysis techniques are included. Basic approach and components of Item Response Theory (IRT), including introduction to the Rasch models.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8638. Seminar in Instructional Theories. 3 Credit Hours.
Examines contemporary instructional theories and models. Includes consideration of various conceptions of the learner and the instructional process.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8639. Instructional Design and Development. 3 Credit Hours.
Covers strategies and techniques for creating or modifying instructional resources. Emphasis will be given to instructional design models for the systematic design of instruction, including adaptive and/or augmentative technology. Students will employ a specific instructional design model and apply selected instructional theories in the design of an instructional unit.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8735. Proseminar in Learning. 3 Credit Hours.
Extended treatment of selected topics in educational psychology concentrating on issues dealing with learning and instruction.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8741. Proseminar in Human Development. 3 Credit Hours.
Extended treatment of selected topics in human growth and development.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

EPSY 8825. Advanced Data Analysis. 3 Credit Hours.
A survey of statistical techniques involving both between groups and correlational analyses. Students use SPSS to analyze data.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
EPSY 8826. Multivariate Research Methods. 3 Credit Hours.
A survey of multivariate data analysis procedures, with a focus on parametric techniques. Students use computer library programs (SPSS) to analyze data.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.

EPSY 8827. Experimental Design. 3 Credit Hours.
Emphasizes parametric analyses of variance and covariance, and their nonparametric analogs. Students use computer library programs (SPSS) to analyze data.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.

EPSY 8860. Seminar Series: Problems in Educational Psychology. 3 Credit Hours.
Specified problems, research, and practice in educational psychology. May be repeated for credit. Specific offerings change from semester to semester; contact Department for current offerings.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 8870. Seminar Series: Problems in Educational Psychology. 3 Credit Hours.
Specified problems, research, and practice in educational psychology. May be repeated for credit when approved by the instructor. Specific offerings change from semester to semester; contact Department for current offerings.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 8985. Teaching in Higher Education. 3 Credit Hours.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.

EPSY 8986. Proseminar in Educational Psychology. 3 Credit Hours.
The main purpose of the Proseminar in Educational Psychology is to advance students' professional development in the domain of educational psychology. The course aims to contribute to the development of knowledge of the field of educational psychology and simultaneously to students' exploration of their career goals in the field.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.

EPSY 9287. ILT: Practicum in Instructional Technology. 3 Credit Hours.
Provides for one hundred hours of hands-on experiences working in a professional organization consistent with the student's goals and objectives.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 9982. Independent Study in Educational Psychology. 1 to 6 Credit Hour.
A course intended to meet the needs of students who desire to carry on individual investigation.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 9991. Directed Res & Teach Pse. 1 to 12 Credit Hour.
Supervised apprenticeship in an educational activity central to educational psychology. Examples of possible apprenticeships are: research apprenticeship, educational program evaluation apprenticeship, educational product development apprenticeship, and teaching apprenticeship.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 9996. Master's Thesis in Educational Psychology. 1 to 6 Credit Hour.
Limited to those who plan to complete the master's degree by writing a thesis.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may be repeated for additional credit.

EPSY 9999. Dissertation in Educational Psychology. 1 to 6 Credit Hour.
Dissertation research limited to doctoral candidates.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Student Attribute restrictions:** Must be enrolled in one of the following Student Attributes: Dissertation Writing Student

**Repeatability:** This course may be repeated for additional credit.
Journalism Courses

JRN 5001. Crit Perspectives Journ. 3 Credit Hours.
This course examines the concepts and functions of journalism in American society. Students explore underlying values associated with journalism, relationships among journalism and other social institutions, and current issues facing journalists. Students will also examine the nature of journalistic content.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

JRN 5002. Reporting and Writing I. 4 Credit Hours.
Accelerated, in-depth instruction in various forms of writing, nature of news, structuring news stories, style, information gathering, copy editing fundamentals, with emphasis on multimedia reporting.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

JRN 5003. Editing the News I. 4 Credit Hours.
Accelerated, in-depth, instruction in editing; editorial judgment; accuracy; headline writing; fundamentals of page makeup; use of illustrations, with emphasis on story and photo editing, print design, style and usage.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5002|Minimum Grade of B-|May not be taken concurrently.

JRN 5004. Computer-Assisted Reporting and Research. 4 Credit Hours.
Computer-based exploration of the Internet, World Wide Web, databases and on-line libraries to develop information gathering and presentation skills. Research approaches and data analysis emphasized.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

JRN 5005. Communication Law. 3 Credit Hours.
Legal and philosophical study of government regulation of information transmission from 15th century to the present. Emphasis on legal descriptive research methods.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

JRN 5012. Reporting and Writing II. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5002|Minimum Grade of B-|May not be taken concurrently.

JRN 5013. Editing the News II. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5003|Minimum Grade of B-|May not be taken concurrently.

JRN 5102. International Reporting. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5002|Minimum Grade of B-|May not be taken concurrently.

JRN 5121. Magazine Writing. 3 Credit Hours.
Intended for graduate students who want to write non-fiction for a variety of publications and outlets. It will examine the styles of various writers and publications; development of ideas into saleable magazine articles for major periodical publications.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5002|Minimum Grade of B-|May not be taken concurrently.
JRN 5151. Literary Writing in Journalism. 3 Credit Hours.
This graduate-level course will examine the 50-year trend, begun by the New Journalism of the 1960s, which uses the storytelling techniques of fiction and the documentation of journalism to create works of powerfully-told emotional truth.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5002|Minimum Grade of B-|May not be taken concurrently.

JRN 5201. The American Magazine. 4 Credit Hours.
Analysis of content, editorial policy and trends in American magazine journalism; discussion of publishing procedures; marketing, circulation, and advertising problems; reader research. Class project: create prototype issue of magazine, with prospectus, advertising, and promotional materials.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5001|Minimum Grade of B-|May not be taken concurrently.

JRN 5211. Media Management. 4 Credit Hours.
Comparison of the organizational structures of news media; editorial content, advertising, circulation, and business aspects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5001|Minimum Grade of B-|May not be taken concurrently.

JRN 5212. The Entrepreneurial Journalist. 3 Credit Hours.
New opportunities exist for aggressive journalists. In this course, we'll discuss the various ways to be a content generator - from freelancing to blogging, from starting magazines and newspapers to creating multimedia web sites.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5001|Minimum Grade of B-|May not be taken concurrently.

JRN 5221. Journalism and Mass Communication History. 3 Credit Hours.
Study of the technological and social development of communication systems from ancient to present times with emphasis on historical/descriptive research methods.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5001|Minimum Grade of B-|May not be taken concurrently.

JRN 5251. Mass Communication Research Methods. 4 Credit Hours.
This course offers a study of the methods for researching journalism and mass communication, including quantitative and qualitative approaches.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

JRN 5252. Models of Journalism Around the World. 3 Credit Hours.
This course introduces students to current issues, debates, and practices relating to the dissemination of news in a global context. We will first examine and discuss the key theoretical concepts associated with the creation, distribution, and reception of news in an increasingly global environment, as well as the broader debates surrounding issues of transnational influence. In the second half of the semester, we will take a closer look at the current nature and organization of media systems in various parts of the world through a number of case studies. By the end of the semester students will be familiar with the global context in which news is produced and distributed, and demonstrate a critical understanding of the challenges and concerns facing both American journalists covering international issues and foreign journalists operating in different media environments.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
JRN 5001|Minimum Grade of B-|May not be taken concurrently.

JRN 5601. Temple Journalism Review. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(JRN 5012|Minimum Grade of B-|May not be taken concurrently
AND JRN 5013|Minimum Grade of B-|May not be taken concurrently).
JRN 5602. Documentary Journalism. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(JRN 5012|Minimum Grade of B-|May not be taken concurrently
AND JRN 5013|Minimum Grade of B-|May not be taken concurrently).

JRN 5603. Urban Reporting Lab. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(JRN 5012|Minimum Grade of B-|May not be taken concurrently
AND JRN 5013|Minimum Grade of B-|May not be taken concurrently).

JRN 5700. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5710. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5720. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5730. Seminars in Communication. 3 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5740. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5750. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5760. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5770. Seminars in Communication. 3 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5780. Seminars in Communication. 4 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5790. Seminars in Communication. 3 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.

JRN 5800. Seminars in Communication. 3 Credit Hours.

Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may be repeated for additional credit.
JRN 5810. Seminars in Communication. 2 Credit Hours.
Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

JRN 5820. Seminars in Communication. 2 Credit Hours.
Special-topic courses in a broad range of communication areas including print and broadcast news, magazines, and new technologies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

JRN 5890. Seminars in Communication Abroad. 6 Credit Hours.
Subject matter and location vary each semester. Please consult the Course Schedule for further information.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

JRN 5982. Directed Projects. 1 to 8 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

JRN 5983. Directed Readings Comm. 1 to 4 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

JRN 5986. Internship. 1 to 4 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

Management Information Systems Courses

MIS 5001. Information Technology Management. 1 to 3 Credit Hour.
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5101. Business Intelligence. 3 Credit Hours.
Data is a core building block of modern organizations; transforming data into information and knowledge enables firms to compete effectively. In this course, students learn best practices for acquiring, assessing, and analyzing data to solve business problems. Students also learn the technologies that comprise an organization’s information infrastructure. Students gain hands-on experience with these concepts through case studies and exercises.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits

MIS 5102. Process Improvement and Innovation. 3 Credit Hours.
An information system is only valuable to an organization when it enables and supports a useful business process. Students learn to assess, design, and analyze processes that foster innovation. Core concepts include designing effective solutions, identifying metrics for assessment, and communicating plans to management. Students apply these skills through analysis of business problems for actual firms.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits

Pre-requisites:
MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently
MIS 5103. Network Architectures for Business. 3 Credit Hours.
This course covers the information architecture of the internet-enabled organization, including the use and development of client server and distributed systems. It provides detailed analysis of networking and telecommunications, including data, voice, image, video, network hardware, and topology. Concepts, models, architectures, and standards for the design, implementation, integration, security, and management of distributed internet- and intranet-enabled systems and networks are discussed. The course provides an understanding of the role of the information architecture and distributed systems on organizational design and management strategy.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:  
MIS 5001|Minimum Grade of B-|May not be taken concurrently  
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently  
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently.

MIS 5104. Network Centric Applica. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5105. Emerging Technologies. 3 Credit Hours.
This seminar reviews emerging technologies that will prepare students to effectively leverage new technologies to create business opportunities through innovation. The specific topic of this course varies by semester to accommodate new trends and technologies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5106. Object Oriented Computing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5107. Knowledge Mgmt/Bus Intel. 3 Credit Hours.
This course reviews knowledge management principles and technologies focusing on business applications.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5108. Digital Business Strategy. 3 Credit Hours.
Information Technology leadership is a critical function in organizations. This course teaches the skills of effective technology strategists. Students develop the business case for new technology initiatives, evaluate the success of existing initiatives and develop plans for technology-enabled organizational change. Through a series of case study analyses, students develop technological and organizational skills required of IT leaders.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:  
MIS 5001|Minimum Grade of B-|May not be taken concurrently  
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently  
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently.

MIS 5109. User Interface Design. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5112. Business Design and Innovation. 3 Credit Hours.
Digital business opportunities are no longer limited to the technology itself; they also include the experiences and ecosystems around them. To succeed in this new economy, today’s leaders require a broad set of skills that incorporate creative thinking and innovation. Students will learn the tools and methods of Business Design to address real-world business problems. They will apply design inquiry techniques to craft original solutions to a series of practical scenarios.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5121. Enterprise Resource Planning Systems. 3 Credit Hours.
This course introduces students to the essential concepts of an ERP. The course looks at how a business’ key transactions are executed and accounted for in an ERP. IS and accounting controls to assure confidentiality, integrity and authenticity are examined. Finally, the course looks at how transaction processing data is transformed into data for management analysis and legal entity reporting.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
MIS 5122. Enterprise Architecture for IT Auditors. 3 Credit Hours.
This course surveys the technology concepts and components that are critical for the IT auditor to understand. It uses an enterprise architecture framework to explore issues of business process, business data, applications and the infrastructure that are necessary to run those applications.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5123. Business Essentials for IT Audits. 1 to 3 Credit Hour.
This course gives incoming students from technical disciplines the basic business background that they will need throughout the ITACS curriculum. Students will learn how to read basic financial statements, the components that make up a business model, how applications support both revenue generation and operations, and the role of a control environment. Topics include the income statement, balance sheet, cash flow statement, business model, value proposition, market segmentation, the sales process, business processes and controls.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5161. Inf Sys Applications-Org. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5162. Database Mgt Sys & Model. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5163. Sys Anal/Rapid App Dev. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5164. Inf Tech Prin-Network-BS. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5170. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MIS 5178. Inf Architect & Network. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5179. Inf Systems Mgt & Proces. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5182. Independent Study. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MIS 5001|Minimum Grade of B-|May not be taken concurrently.

MIS 5190. Special Topics in MIS. 1 to 6 Credit Hour.
Special topics in current developments in the field of information systems are covered.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MIS 5201. IT Audit Process. 3 Credit Hours.
This course introduces students to the essential concepts of IT auditing. Students will learn standards and guidelines for performing an IT audit. Topics will include concepts of internal controls. Students will learn to plan and manage an audit as well as how to report on evidence collected during the audit.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5202. IT Governance. 3 Credit Hours.
Understanding how IT organizations are structured and managed is essential to effective IT auditing. In this course students will learn how IT organizations are managed and the issues which make IT management so challenging. Students will learn how strategic planning is performed within IT organizations. A number of tools, techniques, and frameworks such as COBIT will be discussed which will help make the auditor effective in this environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.
MIS 5203. Systems and Infrastructure Lifecycle Management 1. 3 Credit Hours.
Examines how an organization builds an enterprise architecture within an environment of internal control. Topics cover include information system planning, management and usage, the development, acquisition and maintenance of these technologies and their impact on the organization's business processes.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5204. Systems and Infrastructure Lifecycle Management 2. 3 Credit Hours.
A closer examination of the controls needed during software development and the external acquisition of systems as well as the concept of application controls and how they are used.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MIS 5203/Minimum Grade of B-|May not be taken concurrently.

MIS 5205. IT Service Delivery and Support. 3 Credit Hours.
Learn how the operational aspects of an IT organization deliver on the value proposition of the organization. Learn about the technical infrastructure and how this infrastructure provides a reliable and secure platform for applications. Learn about service center management and how these teams are utilized to deliver value to the organization.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5206. Protection of Information Assets. 3 Credit Hours.
Information is an organization's most precious asset. Inadvertent disclosure of sensitive information can have significant operational and financial impact on the organization. Loss of information or access to it can also have serious adverse impacts on the organization. In this course students learn the importance of managing the information assets of the organization including logical IT security, physical, and environmental security. Disaster recovery and mitigating risk through insurance are also discussed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5208. Data Analytics for IT Auditors. 3 Credit Hours.
MIS 5208 examines the emerging approach of continuous-audit. This approach relies heavily on data analytics to examine datasets produced by audit and security controls (for instance, network log files). Basic data analysis concepts are presented and then applied to security or audit problems. Audit specific tools like ACL will be used in addition to general tools like Excel.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5209. Securing Digital Infrastructure. 3 Credit Hours.
This course examines issues related to securing the components of a company's infrastructure. It reviews network, firewall, and basic operating system security issues. It presents the material theoretically and practically through many in class and homework exercises.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5211. Introduction to Ethical Hacking. 1.5 to 3 Credit Hour.
This course introduces students to the hacking strategies and tactics used by ethical or "White Hat" hackers. Methods of vulnerability exploitation to be used primarily in the process of Security Penetration will be explored in theory and in hands on exercises. The course will require simple programming using Open Source scripting languages and hacking tool kits. For that reason some knowledge of and experience with computer programming is required.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5212. Advanced Penetration Testing. 1.5 to 3 Credit Hour.
This course introduces students to Penetration Testing. Methods of vulnerability assessment and exploitation are examined as a means of identifying areas requiring improved security and recommended changes. The ethical, business governance and legal implications of penetration testing are examined. Specific techniques are examined in detail with the intent of giving the students a practical understanding of how Penetration Tests are conducted and laboratory-based experience in their actual conduct.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.
MIS 5213. Intrusion Detection & Response. 1.5 to 3 Credit Hour.
While all businesses work to be as secure as possible, it is agreed that no organization can be completely secure. Preventing attacks, quickly identifying successful attacks, detecting advanced persistent threats and monitoring systems activity in order to deter intrusions can result in significant business benefit. This course examines the variety of tools and techniques used to do this work.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5214. Security Architecture. 1.5 to 3 Credit Hour.
Examines the methodology by which an organization aligns its business strategy with its security operations. Both the current and desired future states of the business’ security efforts are described so that resources can be directed to the security efforts most needed to support the business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5216. Security Policy. 1 Credit Hour.
Examines the methodology by which an organization aligns its business strategy with its security operations. Both the current and desired future states of the business’ security efforts are described so that resources can be directed to the security efforts most needed to support the business.

MIS 5215. Security Management. 1 Credit Hour.
Examines the methodology by which an organization aligns its business strategy with its security operations. Both the current and desired future states of the business’ security efforts are described so that resources can be directed to the security efforts most needed to support the business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5282. Independent Study. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MIS 5001 [Minimum Grade of B-] May not be taken concurrently.

MIS 5287. Business Skills for the IT Auditor. 1 to 3 Credit Hour.
In this course students practice a variety of business skills that are necessary to be effective as an IT auditor. These skills include managerial communications and public speaking skills, interviewing skills, negotiation and personal selling skills, business writing, industrial psychology/behavioral science skills, project/time management and team building skills. The course is delivered through a series of workshops and simulations and include observations of business practices at host IT companies. The practicum will be scheduled for fall (1.5 credits) and spring (1.5 credits) semester to allow for optimal development of business skills.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MIS 5301. Data Analytics for Management. 1.5 Credit Hour.
Organizations rely on data to make effective decisions, and managers must create a data-driven mindset that uses analytics to drive strategy. In this course, students learn how data is used to support organizational decision-making and solve business problems. Students learn the tools and techniques organizations use to assess, prepare, and analyze data. Students gain hands-on experience through case studies and exercises that require the use of a wide range of data and analytic skills, including statistics. The course includes a data analytics contest involving the analysis, interpretation and reasoning from data provided by corporate and nonprofit partners.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 5301 [Minimum Grade of B-] May be taken concurrently.

MIS 5302. Managing Technology & Systems. 1.5 Credit Hour.
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will map systems and processes and propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5303. Design Inquiry and Research. .5 to 1.5 Credit Hours.
This course forms a foundation of approaches, skills and working methods to be applied throughout the MBA experience. This material is less about a distinct subject and more about a new perspective to effectively meet the business challenges of a rapidly changing, technologically driven global world. The course introduces the concept of Business Design, a holistic approach to management that combines the analytical strengths of traditional business education with the qualitative research, idea generation and the ability to synthesize information from design education. It is a balance of quantitative and qualitative thinking. Design Inquiry is a question-based framework to structure this problem solving process to create innovative solutions that are user-centered, socially, culturally and functionally meaningful and economically sustainable. The challenge associated with this course will be an enterprise risk assessment featuring a specific company and including interviews, tours and other primary (as well as secondary) data gathering principles and processes.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.
MIS 5401. Data Analytics for Management. 1.5 Credit Hour.
Organizations rely on data to make effective decisions, and managers must create a data-driven mindset that uses analytics to drive strategy. In this course, students learn how data is used to support organizational decision-making and solve business problems. Students learn the tools and techniques organizations use to assess, prepare, and analyze data. Students gain hands-on experience through case studies and exercises that require the use of a wide range of data and analytic skills, including statistics. The course includes a data analytics contest involving the analysis, interpretation and reasoning from data provided by corporate and nonprofit partners.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 5401|Minimum Grade of B-|May be taken concurrently.

MIS 5402. Managing Technology & Systems. 1.5 Credit Hour.
Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation. They will map systems and processes and propose innovative solutions for new and existing business initiatives to leverage enterprise, consumer, and social technologies.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5403. Design Inquiry and Research. .5 to 1.5 Credit Hours.
This course forms a foundation of approaches, skills and working methods to be applied throughout the MBA experience. This material is less about a distinct subject and more about a new perspective to effectively meet the business challenges of a rapidly changing, technologically driven global world. The course introduces the concept of Business Design, a holistic approach to management that combines the analytical strengths of traditional business education with the qualitative research, idea generation and the ability to synthesize information from design education. It is a balance of quantitative and qualitative thinking. Design Inquiry is a question-based framework to structure this problem solving process to create innovative solutions that are user-centered, socially, culturally and functionally meaningful and economically sustainable. The challenge associated with this course will be an enterprise risk assessment featuring a specific company and including interviews, tours and other primary (as well as secondary) data gathering principles and processes.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credit.

MIS 5601. Database Analytics. 1.5 to 3 Credit Hour.
This course provides a foundation for, and practice in, designing database systems and analyzing business data to enhance firm competitiveness. Concepts introduced in this course aim to develop an understanding of the different types of business data, various analytical approaches, and application of these approaches to solve business problems. Students will have hands-on experience with current, cutting-edge tools such as MySQL and SAS Enterprise Miner.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MIS 5602. Applied Predictive Analytics. 1.5 to 3 Credit Hour.
Students will learn how to select relevant variables for analysis, apply the appropriate analytic technique, and interpret the practical implications of the results. Topics also include unstructured "big" data, sentiment analysis, and articulating results to a business audience. Students will have hands-on experience with current, cutting-edge tools such as SAS Enterprise Miner. This course will cover advanced topics needed to resolve more complicated business problems including but not limited to data cleansing and reporting. The foundation, set in MIS 5101, will be strengthened and expanded with more concepts and applications appropriate for solving more challenging business problems and effectively communicating and presenting the output needed to resolve the problem.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MIS 5603. Social Media Innovation. 1.5 to 3 Credit Hour.
This course prepares students to strategically deploy social media solutions to support enterprise innovation. It covers key concepts and principles related to new business models supported by innovative use of Web 2.0 and social media. Through a combination of readings, discussions, presentations, and hands-on projects, we examine (i) the organizational use of key media technologies such as photo and website editing, blogs, web analytics, and search engine optimization, (ii) the business models underlying successful innovative new media organizations including Wikipedia, Craigslist, YouTube, and Facebook, and (iii) the role of centralized, decentralized, and crowdsourced information resources in online media innovation.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.
MIS 5651. Digital Innovation in Marketing Capstone. 3 Credit Hours.
In this course students are given the opportunity to demonstrate the capabilities they have developed in other portions of the program. This course makes extensive use of case studies and role playing exercises, and/or real world projects. The objective of this course is to expose students to each of the domains covered in the curriculum. Sample contexts for these case studies/projects will be designing and measuring the efficacy of a web marketing strategy across multiple channels, evaluating the suitability for a new digital marketing technology such as mobile apps, portfolio management of digital marketing assets such as mobile apps, websites, social media and others.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School

Repeatability: This course may not be repeated for additional credits.

MIS 5801. Managing Information. 2 to 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5882. Independent Study. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MIS 5001|Minimum Grade of B-|May not be taken concurrently.

MIS 5890. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MIS 5901. Capstone in Information Technology. 3 Credit Hours.
Open only to M.S. in MIS students who must have completed all 4 core courses and 2 electives. For this capstone experience, students select a topic in their area of interest and write a research paper or implement an information system.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 5902. IT Auditing Capstone. 3 Credit Hours.
In this course students are given the opportunity to demonstrate the capabilities they have developed in other portions of the program. This course makes extensive use of case studies and role playing exercises. Students will explore a comprehensive case study which exposes them to each of the domains covered in the curriculum.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 5903. Cyber Security Capstone. 3 Credit Hours.
This is the final course in the ITACS cyber security track. The course has two purposes. First, it reviews all of the topics covered in earlier courses and further prepares the students for the SSCP exam. Second, it requires students to integrate what they have learned and research an emerging topic in the field of IT assurance.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MIS 9001. Qual & Interpret Meth-IS. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 9002. Inf Sys Found & Theory. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 9003. Foundations of Electronic Commerce Research. 3 Credit Hours.
This course offers an overview of electronic commerce research in the domain of Information Systems (IS). An impressive body of work on electronic commerce has developed over the last two decades in IS research, and this course aims at reviewing and integrating this large body of research toward identifying gaps in the literature and proposing new opportunities for research that students can pursue as part of independent research projects. This course overviews the electronic commerce literature in IS research under a framework based on the main entities involved in electronic commerce - businesses and consumers that interact with the aid of Internet technologies, resulting in three broad research areas - (1) Business to Consumer (B2C), (2) Consumer to Consumer (C2C), and (3) Business to Business (B2B). These three broad research areas are further categorized into sixteen specialized topics and sub-areas, which help summarize the literature and integrate the body of work.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.
MIS 9004. Adv Research Methods-IS. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MIS 9011. Proseminar in Management Information Systems. 1 to 3 Credit Hour.
This course is required for all first year PhD in Business Administration - MIS students. It offers an overview of electronic commerce research in the domain of Information Systems (IS) under a framework based on the main entities involved in electronic commerce - businesses and consumers that interact with the aid of Internet technologies, resulting in three broad research areas: (1) Business to Consumer (B2C), (2) Consumer to Consumer (C2C), and (3) Business to Business (B2B). These three broad research areas are further categorized into sixteen specialized topics and sub-areas, which help summarize the literature and integrate the body of work. An impressive body of work on electronic commerce has developed over the last two decades in IS research, and this course aims at reviewing and integrating this large body of research toward identifying gaps in the literature and proposing new opportunities for research that students can pursue as part of independent research projects.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Business Administration
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School, Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credit.

MIS 9090. Contemp Topics & Res-IS. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MIS 9183. Directed Study in MIS. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

Marketing Courses

MKTG 5001. Marketing Management/Strategy. 3 Credit Hours.
This course is designed to provide students with an understanding of how firms develop marketing strategies to create and manage the creation of meaningful offers that are valued by consumers for the purpose of developing and maintaining customer relationships. Initially, we will address the evolution of market systems at the macroeconomic level and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms develop strategies to create customer value through product management, pricing, marketing channels, supply chain management, customer relationship management and communications directed to buyers and also develop an understanding of how buyers acquire, consume and dispose of these goods and services.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5101. Consumer and Buyer Behavior. 3 Credit Hours.
Use of concepts from the behavioral sciences for identifying market segments, predicting customer response to alternative marketing strategies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5102. Marketing Communications. 3 Credit Hours.
Marketing communications as part of a firm's marketing mix. Dissemination of information is considered through advertising and other forms of communicating demand-influencing ideas.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).
MKTG 5103. Marketing Research: Techniques and Application. 3 Credit Hours.
Basic approaches to planning, collecting, analyzing, and communicating information from the marketplace. Techniques and applications for specific marketing areas.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 5001|Minimum Grade of B-|May not be taken concurrently
OR (MIS 5401|Minimum Grade of B-|May not be taken concurrently
AND STAT 5401|Minimum Grade of B-|May not be taken concurrently)
OR (MIS 5301|Minimum Grade of B-|May not be taken concurrently
AND STAT 5301|Minimum Grade of B-|May not be taken concurrently)).

MKTG 5104. Managerial Decision Strategies in Marketing. 3 Credit Hours.
Capstone course in marketing emphasizing strategic aspects of decision making in a marketing environment. Decision theory and quantitative methods illustrated in considering alternatives when formulating strategic plans. Case studies used.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5105. Electronic Commerce. 3 Credit Hours.
The principal focus of this course will be on understanding the marketing implications of E-Commerce. In other words, this course is not so much about learning HTML or JavaScript but looking at E-Commerce from a manager's viewpoint. Students enrolled in this course will learn about how Internet marketing is different from traditional marketing, as well as what this means for traditional concepts like marketing mix, gaining customer loyalty, and making profits. Issues such as E-business models, Internet advertising and pricing, and current state of affairs with respect to B2B auctions and Internet law will also be touched upon in the sessions.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5106. Electronic Channels, Supply Chain, Logistics & Procurement. 3 Credit Hours.
Understanding new models of supply chain logistics and electronic channels as contrasted with traditional channels for creating value for ultimate consumers and end users. Topics include: back-end fulfillment strategies, productivity, customer service, Internet warehousing and transportation systems, order processing, transactions costs efficiency, the role of infomediaries and interorganizational relationships, the use of the internet in customer service, and the role of the internet in the development of procurement strategies, customer oriented shipping tracing and tracking, claims processing and settlements, the management of reverse logistics channels, and in materials handling.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5001|Minimum Grade of B-|May not be taken concurrently
OR MIS 5402|Minimum Grade of B-|May not be taken concurrently
OR MIS 5302|Minimum Grade of B-|May not be taken concurrently).
MKTG 5107. Product Management. 3 Credit Hours.
This course examines the analytical, decision making, and planning concepts and tools available to market, product, and brand managers. Specific decisions to be addressed include: product policy, policy formulation, the selection of product market strategies, new product development, product-line modification, and organizational implications. Emphasis is placed on discussion of cases and relevant readings. Because of the heavy emphasis on interaction, regular and frequent participation will be expected.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5108. Data-Driven Marketing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5115. International Marketing. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5155. Elec Supply Chain Mgt. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5156. Mkgt-Digital Mktplac. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5170. Special Topics in Marketing. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5180. Special Topics in Marketing. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5182. Independent Study. 1 to 6 Credit Hour.
Supervised individual reading and research projects.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).
MKTG 5190. Special Topics in Marketing. 1 to 6 Credit Hour.
Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5282. Independent Study. 1 to 3 Credit Hour.
Special study is undertaken in a particular aspect of marketing, under the direct supervision of an appropriate graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently)
OR (MKTG 5301|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5302|Minimum Grade of B-|May not be taken concurrently).

MKTG 5301. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5302
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 5301|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently).

MKTG 5302. Marketing Strategy & Planning. 1.5 Credit Hour.
Through this course, students will set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy – all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5301
Repeatability: This course may not be repeated for additional credits.

MKTG 5401. Market Analysis & Management. 1.5 Credit Hour.
This course is designed to provide students with an introduction to marketing theory, strategies and practice. Through this course students will learn to conduct market research, analyze research data, assess market opportunities, and generate effective conclusions. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5402
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 5301|Minimum Grade of B-|May not be taken concurrently
OR STAT 5401|Minimum Grade of B-|May not be taken concurrently)
AND (MIS 5301|Minimum Grade of B-|May not be taken concurrently
OR MIS 5401|Minimum Grade of B-|May not be taken concurrently).
MKTG 5402. Marketing Strategy & Planning. 1.5 Credit Hour.
Through this course, students will set clear marketing objectives; integrate marketing strategy components to achieve those objectives; develop a branding, messaging, and promotional plan; set a marketing strategy budget; and establish metrics to monitor the performance of a marketing strategy—all within the context of a rapidly evolving interactive, digital landscape. These objectives are accomplished by combining readings, lectures, workshops, business analysis, coaching from industry advisors and professors, and commercial grade work on a consulting project for an external client.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MKTG 5401
Repeatability: This course may not be repeated for additional credits.

MKTG 5502. International Marketing Management. 3 Credit Hours.
Identifying and analyzing worldwide marketing opportunities, and generating strategies for capitalizing on them. Impact of environmental differences on marketing strategies and customer response.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

Pre-requisites:
MKTG 5001|Minimum Grade of B-|May not be taken concurrently
OR (MKTG 5401|Minimum Grade of B-|May not be taken concurrently
AND MKTG 5402|Minimum Grade of B-|May not be taken concurrently
OR MKTG 5301|Minimum Grade of B-|May not be taken concurrently
OR MKTG 5302|Minimum Grade of B-|May not be taken concurrently.

MKTG 5601. Database Marketing. 1.5 to 3 Credit Hour.
Information has become a valuable strategic asset and successful management of market information is essential for a firm's sustained profitability. This course provides the basics for data management that underlie organizations in the "Information Age." The course analyzes the strategic role played by information and develops the skills required to manage information by using databases. The course will emphasize marketing applications that illustrate how to organize and manage available information assets to address specific strategic objectives and needs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5602. Quantitative Methods in Marketing. 1.5 to 3 Credit Hour.
This course will emphasize the use and practice of Marketing Metrics: the collection, analysis, and utilization of data for the development of marketing strategies. The course includes the study of data collection, warehousing technologies, marketing information systems, data mining, and customer relationship management. Particular attention is paid to interpretation of quantitative data (marketing dashboards).
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5603. Direct Marketing. 1.5 Credit Hour.
Students are introduced to the scope of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. Initially, the course will address how direct marketing varies from other forms of marketing and where its practice is most appropriate. Subsequently, the course covers how firms develop direct marketing programs for purposes of direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

MKTG 5604. Digital Marketing. 1.5 to 3 Credit Hour.
This course emphasizes the use and practice of direct marketing including mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic building, fund raising, pre-selling, selling (cross-selling as well as selling-up), post-selling and research. The course covers how firms develop direct marketing programs for purposes of direct sale, lead generation or traffic generation using various direct marketing media such as: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, Internet, inserts, videos, e-mail and trade shows. Various approaches for stimulating action and the measurability and accountability of direct marketing and its relationship to the total marketing mix are stressed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.
MKTG 5605. Digital Innovation in Product Management and Branding. 1.5 to 3 Credit Hour.
In this course we review concepts and principles related to building and maintaining a brand in the digital environment. Topics include developing a strategy for your brand, the content to support that strategy and then how to communicate that content. How do you manage your products and brand over time and what analytics are used to keep your strategy on-track. Finally, global and legal implications are considered.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MKTG 5606. Digital Innovation in Mobile Marketing and Communication. 1.5 to 3 Credit Hour.
In this course students will learn how to develop a mobile marketing strategy with the target audience in mind as well as how to effectively integrate that mobile marketing as a part of their overall brand and business strategy. They will then learn to convert that strategy into an effective campaign using the appropriate mobile tools. Lastly, they will learn how to track and measure the effectiveness of that campaign.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MKTG 5801. Marketing Management in the Enterprise. 3 Credit Hours.
Limited to students matriculated in the Executive M.B.A. program. In this course, you'll develop a firmer grasp on the strategic aspects of marketing decisions within the context of the total enterprise. You'll also analyze marketing management practices, organization and decision processes through traditional and internet-based business case studies involving product development, segmentation, pricing, promotion, distribution and implementation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 5882. Independent Study. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MKTG 5890. Special Topics in Marketing. 1 to 6 Credit Hour.
Special topics courses analyze emerging issues or specialized content that are not covered in regular semester courses.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MKTG 9001. Sem-Marketing Theory Dev. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9002. Sem-Behavior Res-Mktg. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9003. Sem-Quant Research-Mktg. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MKTG 9011. Proseminar in Marketing. 1 to 3 Credit Hour.
The Marketing PhD Pro-seminar provides doctoral students with an opportunity to learn about the range of academic research in marketing, and about marketing academic careers. Through critiques of academic research articles and discussions with other students and multiple faculty members, students will gain insights into research process, and the expectations of the marketing academic community. The course assignments and discussions help to build student research capability, and support student development of a research paper proposal on a topic of the student's choice.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Business Administration
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Doctor of Philosophy
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School, Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credit.

MKTG 9090. Sem-Sel Topics in Mktg. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MKTG 9183. Directed Study in Marketing. 1 to 6 Credit Hour.
Directed Study in Marketing
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Management Science/Op Mgmnt Courses

MSOM 5001. Operations Management. 1 to 3 Credit Hour.
The "operations" function is the core of any organization, where inputs such as labor and technology are converted into goods and services. The course provides a survey of several diverse operations topics that are central to both the manufacturing and service sectors of the economy, such as forecasting, inventory control, quality management, production planning, and supply chain management. The emphasis of the course is to apply quantitative models to effectively design and control these operational systems. Software is extensively used to support the operations analysis.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5107. Lean, Six Sigma, and the Science of Improvement. 3 Credit Hours.
This course provides an outstanding opportunity to learn the basic concepts of improvement science and offers exposure to key tools used in the science and art of improvement. The tools of quality and improvement science are explored, and the student has an opportunity to practice with the tools.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

Pre-requisites:
MSOM 5001|Minimum Grade of B-|May not be taken concurrently.

MSOM 5108. Project Management. 3 Credit Hours.
This course follows a life-cycle approach to managing projects, beginning with project initiation concerns and ending with project termination. Project planning and scheduling are given the most emphasis, making use of the PERT and CPM approaches. A course project is required.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5111. Optimization Methods. 3 Credit Hours.
This course covers optimization models, methods, and software applied to solve business problems focusing on models and methods used in computational finance, ranging from asset allocation to risk management, from option pricing to model calibration. Students gain an understanding of linear, quadratic, integer, dynamic, and stochastic programming methods and the tools for implementing these models in practice.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5156. Logistics and Supply Chain Management: Tools, Strategy, and e-Business Issues. 3 Credit Hours.
One objective of this course is to apprise students of the e-impact on supply chain management (SCM) and, conversely, on how SCM is growing more important as more organizations embrace e-business. The overarching objective, though, is that through this introduction to and survey of the field, students learn what today's issues in logistics and SCM are and how they are treated. That is, the students are expected not only to grasp what typical logistics and SCM problem areas are, but also to become familiar and competent with some of the analysis tools that managers use to address these problems. This course will be taught online.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5170. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSOM 5175. Multi-Criteria Decision Analysis. 3 Credit Hours.
Decision-making processes and techniques emphasize that solving problems often entail conflicting criteria. Approaches to incorporating and resolving this conflict are presented.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5182. Independent Study. 1 to 6 Credit Hour.
Special study in a particular aspect of operations research, under direct supervision of a graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSOM 5190. Special Topics - MSOM. 1 to 6 Credit Hour.
Content varies by semester.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSOM 5282. Independent Study. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
Marketing, M.S.

MSOM 5301. Project Management and Capacity Planning. 1.5 Credit Hour.
Managing operations is a critical and integral concern for any organization. Essentially, operations comprises the functional areas of an organization that convert inputs into goods and services. This course will examine the efficient design and control of these activities. Much of the analysis that we carry out involves mathematical modeling and solution of the problems typically encountered across a wide range of service and manufacturing firms. The course will also include techniques for effective project management – techniques that can be immediately applied to the marketing and consulting challenges.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MSOM 5401. Project Management and Capacity Planning. 1.5 Credit Hour.
Managing operations is a critical and integral concern for any organization. Essentially, operations comprises the functional areas of an organization that convert inputs into goods and services. This course will examine the efficient design and control of these activities. Much of the analysis that we carry out involves mathematical modeling and solution of the problems typically encountered across a wide range of service and manufacturing firms. The course will also include techniques for effective project management – techniques that can be immediately applied to the marketing and consulting challenges.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

MSOM 5806. Managing Operations in the Enterprise. 2 or 3 Credit Hours.
This course entails the study of decision-making techniques applicable to operations in both service and manufacturing enterprises. These techniques are examined as they apply to both traditional organizations and those in the dynamic world of new technology and e-business. The techniques are applied in areas such as supply chains, quality management, capacity planning, and resource allocation. Software is used to help students apply these techniques in course projects related to the workplace.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

MSOM 5882. Independent Study. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

MSOM 5890. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

Psychology Courses

PSY 5100. Topics: Brain, Behavior and Cognition. 3 Credit Hours.
This graduate course is to be offered for graduate students interested in the topical course designated PSY 3100 but wish to work with the instructor to earn graduate credit.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 5103. Learning and Behavior Analysis. 3 Credit Hours.
A systematic introduction to the principles of behavior analysis with emphasis on their application as well as their origins in basic research.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 5151. Motivation. 3 Credit Hours.
The course entails hands-on experience in the shaping of behavior through differential reinforcement, several field trips to sites where behavioral principles provide the basis for serving individuals with special needs (e.g., closed-head injury, autism, aggressive, and self-injurious behavior), as well as individual projects on behavior of personal concern to the course participants.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8011. Graduate Statistics I. 3 Credit Hours.
Review of hypothesis-testing methods for means, variances, correlations, and proportions. One-way ANOVA for completely randomized, blocked, and repeated measure designs. Planned and post hoc multiple comparisons.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8012. Core Course in History and Systems of Psychology. 3 Credit Hours.
An historical and conceptual analysis of the principle ideas and movements that have contributed to fundamental theoretical and methodological features of contemporary psychology.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
PSY 8015. Teaching of Psychology. 1 Credit Hour.
Required of all graduate teaching assistants during their first semester of teaching. Designed to assist and prepare them for their teaching duties. Supervision and feedback are used to promote effective communication and teaching skills.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8021. Graduate Statistics II. 3 Credit Hours.
Multivariate ANOVA for completely randomized and repeated measures, nested designs, covariance designs. Simple effects and planned and post hoc comparisons. Use of available statistical computer programs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8011|May not be taken concurrently.

PSY 8031. Survey of Multivariate Techniques. 3 Credit Hours.
Beginning with bivariate correlation and regression, generalizations are made, through the aid of matrix algebra, to multiple regression and correlation. Multivariate techniques also include principal components, canonical correlation, and multivariate analysis of variance use of available statistical programs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8011|May not be taken concurrently.

PSY 8032. Structural Equation Modeling. 3 Credit Hours.
This graduate course overviews the application of structural equation modeling to various analysis problems confronted throughout the social, behavioral, and health sciences. Topics will include confirmatory factor analysis, measurement and structural models, path analysis, mediation, latent growth modeling, assessing model fit, and implementation of methods in statistical software.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8021|May not be taken concurrently.

PSY 8033. Hierarchical Linear Modeling. 3 Credit Hours.
Usually, this takes the form of individuals nested in bounded social organizations (e.g. students nested in schools or residents nested in neighborhoods), speaking to issues of social influence that the social sciences endeavor to address. This course will introduce students to HLM techniques, with a focus on practical applications of HLM. The course will focus on HLM applications to single continuous outcomes—analyzing the effects of context on individual outcomes and analyzing longitudinal data. HLM for binary outcomes and multivariate situations (multiple dependent variables) and (time allowing) HLM for cross-nested designs will also be covered.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8021|May not be taken concurrently.

PSY 8041. Factor Analysis and Scaling. 3 Credit Hours.
Factor analysis covers exploratory and confirmatory methods, estimation procedures, factor transformations, as well as extensions and applications of the factor model. Scaling covers the laws of comparative and categorical judgment, goodness-of-fit tests, metric and nonmetric multidimensional scaling, and clustering methods.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8031|May not be taken concurrently.

PSY 8051. Focused Analysis of Research Data. 3 Credit Hours.
An examination of focused methods of primary and secondary data analysis, taught within the conceptual framework of meta-analysis. Particular emphasis is given to the use of contrasts, indices of effect size, confidence intervals, simple graphical methods, etc., in confirmatory and exploratory data analysis.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(PSY 8011|May not be taken concurrently)
AND PSY 8021|May not be taken concurrently.

PSY 8110. Topical Seminars in Experimental Psychology. 3 Credit Hours.
Examination of different topics within experimental psychology, varied from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
PSY 8120. Topical Seminars in Experimental Psychology. 3 Credit Hours.
Examination of different topics within experimental psychology, varied from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8130. Topical Seminars in Physiological Psychology. 3 Credit Hours.
Topics vary from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8210. Topical Seminars in Learning. 3 Credit Hours.
Topics vary from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8212. Core Course in Learning and Behavioral Analysis. 3 Credit Hours.
An examination of the fundamental concepts in learning and behavioral analysis.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8310. Topical Seminar in Cognitive Psychology. 3 Credit Hours.
Topics vary from semester to semester. Students may repeat this course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8312. Core Course in Cognitive Psychology. 3 Credit Hours.
Review of theory and research in the areas of memory, language, and thinking.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8410. Multicultural Issues in Clinical Psychology. 3 Credit Hours.
Topics such as depression, sexuality, neuropsychology, death and dying, stress, impulsivity, specialized treatment approaches, and others are varied from semester to semester according to programmatic needs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credit.

PSY 8411. Cognitive-Behavioral Therapies. 3 Credit Hours.
Surveys cognitive-behavioral approaches to the treatment of the major classes of mental, behavioral and emotional disorders. Emphasis is placed on cognitive-behavioral models and case formulation as well as empirical evaluation of the relevant cognitive-behavioral treatment outcome literature.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8412. Core Course in Psychopathology. 3 Credit Hours.
The course will review concepts, theory, and research in psychopathology. Behavioral, cognitive, interpersonal, psychodynamic, sociocultural, genetic, and biological/neuroscience aspects of psychopathology will be covered as appropriate, depending on the disorder. The course will emphasize descriptive psychopathology (e.g. phenomenology, epidemiology, course of disorder) and issues of etiology, rather than treatment, although some work on treatment will also be discussed. The major goals of the course are knowledge of the nature of various mental disorders and what is known about their causes and risk factors, an appreciation of important issues in psychopathology, and development of the ability to think clearly and critically about these issues.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8413. Psychological Assessment I. 3 Credit Hours.
A year-long course; surveys concepts of intelligence and teaches the administration, scoring, and interpretation of individually administered tests. The evaluation of learning disabilities and neuropsychological disorders is also covered. Surveys the diagnostic system of mental disorders. Teaches the administration, scoring, and interpretation of projective tests and other procedures used to identify and understand clinical dynamics.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8420. Topical Seminars in Clinical Psychology. 3 Credit Hours.
Topics such as depression, sexuality, neuropsychology, death and dying, stress, impulsivity, specialized treatment approaches, and others are varied from semester to semester according to programmatic needs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
PSY 8423. Psychological Assessment II. 3 Credit Hours.
A year-long course; surveys concepts of intelligence and teaches the administration, scoring, and interpretation of individually administered tests. The evaluation of learning disabilities and neuropsychological disorders is also covered. Surveys the diagnostic system of mental disorders. Teaches the administration, scoring, and interpretation of projective tests and other procedures used to identify and understand clinical dynamics.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8430. Topical Seminars in Clinical Psychology IV. 3 Credit Hours.
Topics such as depression, sexuality, neuropsychology, death and dying, stress, impulsivity, specialized treatment approaches, and others are varied from semester to semester according to programmatic needs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8433. Clinical Psychology: Scientific and Professional Dimensions. 3 Credit Hours.
History, ethics, research and service methodologies, psychometrics, and topical discussions pertinent to the relationships between psychological science and the practice of clinical psychology.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credits.

PSY 8453. Personality and Psychotherapy. 3 Credit Hours.
An examination of Freudian/Modern psychoanalytic and existential theories and their application to personality, psychopathology and treatment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8510. Topical Seminar in Developmental Psychology I to IV. 3 Credit Hours.
In different semesters these courses focus on topics such as aging, adolescence, infancy, language development, learning and memory development, perceptual development, and theories of development.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8512. Core Course in Developmental Psychology. 3 Credit Hours.
Consideration of theories and related research on human development.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8513. Cognitive Development. 3 Credit Hours.
Theories of cognitive development (including Piaget, Werner, information processing) and exploration of issues and research generated by these theories. Includes consideration of sensory-motor, perceptual, language, memory, and conceptual development.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
PSY 8512 [May not be taken concurrently.]

PSY 8610. Topical Seminar in Organizational-Social. 3 Credit Hours.
Topics selected depend on the current emphasis in the field and interests of the students. A student may repeat this course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8612. Core Course in Social Psychology. 3 Credit Hours.
A survey of theoretical foundations and the substantive and methodological issues of social psychology.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 8613. Advanced Social Psychology. 3 Credit Hours.
Topics selected depend on the current emphases in the field and interests of the students. A student may repeat this course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 8712. Core Course in Behavioral Neuroscience. 3 Credit Hours.
An examination of brain-behavior relationships in the context of evolution.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 9183. Readings in Psychology. 3 Credit Hours.
A post-master's advanced tutorial course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
PSY 9187. Clinical Practicum. 3 Credit Hours.
Under the auspices of the Psychological Services Center, students work with a different faculty member for each of four semesters. Each semester will emphasize either a different client population or a different orientation to the assessment and treatment of child, family, and adult disorders. Faculty assignments and the focus of group supervision vary from semester to semester.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Psychology
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9283. Readings in Psychology. 1 to 3 Credit Hour.
A post-master's advanced tutorial course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9287. Clinical Practicum. 3 Credit Hours.
Under the auspices of the Psychological Services Center, students work with a different faculty member for each of four semesters. Each semester will emphasize either a different client population or a different orientation to the assessment and treatment of child, family, and adult disorders. Faculty assignments and the focus of group supervision vary from semester to semester.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Psychology
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9387. Clinical Practicum. 3 Credit Hours.
Under the auspices of the Psychological Services Center, students work with a different faculty member for each of four semesters. Each semester will emphasize either a different client population or a different orientation to the assessment and treatment of child, family, and adult disorders. Faculty assignments and the focus of group supervision vary from semester to semester.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Psychology
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9411. Clinical Research Methodology. 3 Credit Hours.
Focuses on design issues and major methodological problems in research on such topics as psychotherapy outcome, characteristics of diagnostic groups, and stress in families. Particular attention is given to internal and external validity threats, advantages and disadvantages of assessment methods, principles of test construction, challenges and alternatives to traditional research methods, single subject designs, and approaches to integrating clinical research and practice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

PSY 9485. Ph.D. Internship Course. 1 to 6 Credit Hour.
For clinical students only who are on internship.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9487. Clinical Practicum. 3 Credit Hours.
Under the auspices of the Psychological Services Center, students work with a different faculty member for each of four semesters. Each semester will emphasize either a different client population or a different orientation to the assessment and treatment of child, family, and adult disorders. Faculty assignments and the focus of group supervision vary from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9587. Clinical Practicum. 3 Credit Hours.
Under the auspices of the Psychological Services Center, students work with a different faculty member for each of four semesters. Each semester will emphasize either a different client population or a different orientation to the assessment and treatment of child, family, and adult disorders. Faculty assignments and the focus of group supervision vary from semester to semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9991. Research. 1 to 6 Credit Hour.
Intended to meet the needs of students who desire to carry on an individual investigation while working for the master's degree.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9994. Preliminary Examination Preparation. 1 to 6 Credit Hour.
Preparation for the preliminary examination.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
PSY 9998. Pre-Dissertation Research. 1 to 6 Credit Hour.
Independent research for the dissertation proposal. Registration each semester required until approval and elevation to candidacy.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

PSY 9999. Ph.D. Dissertation Research. 1 to 6 Credit Hour.
After passing the preliminary examinations and having an approved proposal, Ph.D. students must register each semester for this course until the completion of the dissertation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.

Statistics Courses

STAT 5001. Quantitative Methods for Business. 1 to 3 Credit Hour.
This course is designed to introduce you to contemporary elementary applied statistics and to provide you with an appreciation for the uses of statistics in business, economics, everyday life, as well as hands-on capabilities needed in your later coursework and professional employment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may not be repeated for additional credits.

STAT 5002. Introduction to Biostatistics. 3 Credit Hours.
Topics cover statistical methods and concepts with special emphasis on applications in health and biological sciences.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STAT 5170. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 5182. Independent Study. 1 to 6 Credit Hour.
Special study in a particular aspect of statistics under the direct supervision of an appropriate graduate faculty member. No more than six semester hours of independent study may be counted toward degree requirements.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 5190. Special Topics - Stat. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 5282. Independent Study. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

Pre-requisites:
STAT 5001 Minimum Grade of B- May not be taken concurrently.

STAT 5301. Foundations for Data Analytics. 1.5 Credit Hour.
Statistical analytics provide a competitive edge to organizations by extracting information from data and helping understand risky and random events. Statistical analytics are an important part of the decision making process, allowing managers to make informed strategic decisions that combine executive intuition with a thorough understanding of data. Using statistical methods to extract information from data, and providing an indication of the quality of that information, adds value to an organization’s strategic decision making process. This course is designed to develop strong skills in data analysis, modeling, and decision making under uncertainty. It is designed to train students to use valid inferences from data and make informed decisions. The topics covered in the course include data visualization, descriptive statistics, estimation, hypothesis testing, and regression analysis. This course emphasizes the applications of statistical analytic techniques through lectures, case analysis and computer exercises. Computations are facilitated using Excel, and students are expected to interpret and translate statistical results into a language understood by a non-technical audience.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MIS 5301
Repeatability: This course may not be repeated for additional credits.
STAT 5401. Foundations for Data Analytics. 1.5 Credit Hour.
Statistical analytics provide a competitive edge to organizations by extracting information from data and helping understand risky and random events. Statistical analytics are an important part of the decision making process, allowing managers to make informed strategic decisions that combine executive intuition with a thorough understanding of data. Using statistical methods to extract information from data, and providing an indication of the quality of that information, adds value to an organization's strategic decision making process. This course is designed to develop strong skills in data analysis, modeling, and decision making under uncertainty. It is designed to train students to use valid inferences from data and make informed decisions. The topics covered in the course include data visualization, descriptive statistics, estimation, hypothesis testing, and regression analysis.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Co-requisites: MIS 5401
Repeatability: This course may not be repeated for additional credits.

STAT 5801. Statistical Analysis for Management. 3 Credit Hours.
In this course, you'll learn how to use statistics to help solve business problems throughout an enterprise. You'll examine case examples of statistical analysis in areas such as marketing, finance and management. You'll learn descriptive and inferential techniques such as regression analysis and how to analyze data and reach decisions, using statistical computer software and Excel.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STAT 5802. Quantitative Techniques for Management. 3 Credit Hours.
In this course you'll apply advanced quantitative techniques for managerial decision-making such as forecasting, linear programming, simulation, decision analysis, Markov chains and game theory. You'll use customized software and Excel to analyze these models extensively and apply them to decisions regarding resource allocation and other managerial problems.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STAT 5890. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 8001. Probability and Statistics Theory I. 3 Credit Hours.
Topics include basic probability theory and combinatorial problems, generating functions, random variables, probability distributions, law of large numbers, and limit theorems.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

Pre-requisites: (STAT 8001|Minimum Grade of B-|May not be taken concurrently AND STAT 8002|Minimum Grade of B-|May not be taken concurrently).

STAT 8002. Probability and Statistics Theory II. 3 Credit Hours.
A comprehensive development of the theory of statistics, including standard distributions, sampling distributions, general theory of estimation, testing of hypotheses, statistical decision theory, order statistics, linear statistical estimation.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

STAT 8003. Statistical Methods I. 3 Credit Hours.
Introduction to applied statistics. Topics include data management, probability distributions, parameter estimation, hypothesis testing, sampling methodologies, graphical display, analysis of variance, and simple and multiple regression. Use of R, S-Plus and SAS statistical software.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

Pre-requisites: MATH 2031|Minimum Grade of B-|May not be taken concurrently.

STAT 8004. Statistical Methods II. 3 Credit Hours.
Design of experiments, analysis of discrete data, introduction to nonparametric methods, logistic regression, ARIMA time series analysis, bootstrapping, jackknife, robustness, and selected topics in multivariate analysis. Use of R, S-Plus and SAS statistical software.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits

Pre-requisites: STAT 8003|Minimum Grade of B-|May not be taken concurrently.
STAT 8031. Probability and Large Sample Theory. 3 Credit Hours.
An advanced level theoretical course covering measure theoretic probability, some probability inequalities, statistical independence, strong and weak laws of large numbers, convergence in distribution, variance stabilizing transformations, characteristic functions and central limit theorem.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8001|Minimum Grade of B|May not be taken concurrently.

STAT 8101. Stochastic Processes. 3 Credit Hours.
This is a first course in stochastic processes, with an emphasis on continuous-time models that support applications in financial mathematics and derivative evaluation. The course covers: fundamentals of probability, limit theorems, conditional expectation, change of measures, Markov chains, random walks, martingales, Brownian motion, the Ito integral, stochastic differential equations, the Black-Scholes model and its use in evaluating a variety of financial derivatives.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MATH 1031|Minimum Grade of B-|May not be taken concurrently
OR MATH 1931|Minimum Grade of B-|May not be taken concurrently
OR MATH 1041|Minimum Grade of B-|May not be taken concurrently
OR MATH 1941|Minimum Grade of B-|May not be taken concurrently
OR MATH 1042|Minimum Grade of B-|May not be taken concurrently
OR MATH 1942|Minimum Grade of B-|May not be taken concurrently.

STAT 8102. Statistical Methods III. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8004|Minimum Grade of B-|May not be taken concurrently.

STAT 8103. Sampling Theory. 3 Credit Hours.
Theory and application of sampling from finite populations. Topics include random, stratified, cluster, and systematic sampling; estimation of means and variances; optimal allocation of resources; problems of nonsampling errors; and ratio and regression estimation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8003|Minimum Grade of B-|May not be taken concurrently.

STAT 8104. Mathematics for Stat. 3 Credit Hours.
Vector spaces; linear independence of vectors and basis; matrices and algebraic operations on matrices; determinants; rank of a matrix; inverse of nonsingular matrices; linear equations and their solutions; generalized inverse of a matrix; eigen values and vectors of matrices; diagonalization theorems; quadratic forms and their reduction to sum of squares; Jacobians.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MATH 2101|Minimum Grade of B-|May not be taken concurrently
OR MATH 2103|Minimum Grade of B-|May not be taken concurrently.

STAT 8105. Time Series Analysis I. 3 Credit Hours.
Theory and application of univariate time series analysis. Includes both time domain and frequency domain methods. Considers stationary and nonstationary linear processes, time series model building, forecasting, unit root test, intervention models and outlier detection, spectral theory of stationary processes, spectral windows, and estimation of spectrum.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8002|Minimum Grade of B-|May not be taken concurrently.
STAT 8106. Linear Models I. 3 Credit Hours.
Covers the basic theory and practice of generalized linear models (GLM), such as the logistic, Poisson and gamma regression, as well as models for multilevel or longitudinal Gaussian responses, such as the hierarchical linear model and linear mixed model. The students will need to work with R and SAS throughout the semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 8002|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8004|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8104|Minimum Grade of B-|May not be taken concurrently).

STAT 8107. Design of Experiments I. 3 Credit Hours.
Principles of experimental designs, completely randomized designs, multiple comparisons, randomized block design, latin square design, missing value problems, analysis of covariance, and factorial experiments.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8004|Minimum Grade of B-|May not be taken concurrently.

STAT 8108. Applied Multivariate Analysis I. 3 Credit Hours.
Multivariate normal distribution; marginal and conditional distributions; estimation of population mean vector and dispersion matrix; correlation, partial correlation, and multiple correlation coefficients; Hotelling’s T2; MANOVA; discriminant function; repeated measurements analysis; principal components and canonical correlation; factor analysis; and multidimensional scaling.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 8004|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8104|Minimum Grade of B-|May not be taken concurrently).

STAT 8109. Regression, Time Series, and Forecasting for Business Applications. 3 Credit Hours.
Intermediate level course that covers regression analysis, time series analysis, and forecasting. The course is application oriented and standard statistical packages such as MINITAB are introduced and extensively used.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8004|Minimum Grade of B-|May not be taken concurrently.

STAT 8111. Survey Techniques for Business Applications. 3 Credit Hours.
Application oriented. A course dealing with statistical and nonstatistical aspects of organizing a sample survey. Included are discussions of objectives, measurement, sample selection, pilot testing, data collection, data editing, summarization and interpretation of results in addition to describing the various sampling schemes. Students may be required to plan and execute a survey.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 5001|Minimum Grade of B-|May not be taken concurrently.

STAT 8112. Statistical Methods for Business Research I. 3 Credit Hours.
Part I of a doctoral level, one-year sequence of courses for the PhD students in Business Administration program. The course covers a variety of statistical methods useful in business research, such as: multiple regression analysis, ANOVA, linear models, analysis of covariance, logistic regression, principal component analysis, exploratory factor analysis and canonical correlation analysis. Emphases are placed on rationales, assumptions, techniques, and interpretation of results from computer packages. Relevant mathematical results will be presented, but proofs or abstract arguments shall be avoided. The lectures cover computer usages, such as R and/or SAS, and the students are expected to work with SAS (or equivalent packages) throughout the semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 2101|Minimum Grade of B-|May not be taken concurrently
OR STAT 2901|Minimum Grade of B-|May not be taken concurrently
OR STAT 2103|Minimum Grade of B-|May not be taken concurrently
OR STAT 2903|Minimum Grade of B-|May not be taken concurrently
OR MATH 2031|Minimum Grade of B-|May not be taken concurrently
OR MATH 3032|Minimum Grade of B-|May not be taken concurrently.
STAT 8113. Statistical Methods for Business Research II. 3 Credit Hours.
Part II of a doctoral level, one-year sequence of courses for the PhD students in Business Administration program. Topics covered in this course are: discriminant analysis, confirmatory factor analysis and structural equations modeling, time-series intervention analysis, survival (event history) analysis, MANOVA, multivariate profile analysis, hierarchical linear models (HLM), linear mixed models (LMM) for multilevel data.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STAT 8112|Minimum Grade of B-|May not be taken concurrently.

STAT 8114. Survival Analysis I. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

STAT 8115. Nonparametric Methods. 3 Credit Hours.
A thorough course in nonparametric statistics. Estimation and testing of hypothesis when the function form of the population distribution function is not completely specified.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STAT 8002|Minimum Grade of B-|May not be taken concurrently.

STAT 8116. Categorical Data Analysis. 3 Credit Hours.
Sampling models and analyses for discrete data: Fisher’s exact test; Logistic regression; ROC analysis; Log-linear models and Poisson regression; Conditional logistic regression; Cochran-Mantel-Haenszel test; Measures of agreement between observers; Quasi-independence; Multinomial logit models; Proportional odds model; Association models; generalized estimating equations (GEE); generalized linear mixed model (GLIMMIX); GSK models; Composite link functions. The students will need to work with R and SAS throughout the semester.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STAT 8002|Minimum Grade of B-|May not be taken concurrently.

STAT 8117. Clinical Trials. 3 Credit Hours.
Introduction to the special problems associated with medical trials on humans. Topics include randomization, sample-size determination, methods for early trial termination, and tests for superiority, equivalence, and non-inferiority. Also discussed are choice of endpoints, control, side effects, use of historical data, meta-analysis and ethics of experimentation on humans.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STAT 8002|Minimum Grade of B-|May not be taken concurrently
OR STAT 8004|Minimum Grade of B-|May not be taken concurrently.

STAT 8121. Statistical Computing. 3 Credit Hours.
Use of computers in the solution of statistical problems. Topics include: floating point architecture, random number generation, design of statistical software, computational linear algebra, numerical integration, optimization methods.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STAT 8004|Minimum Grade of B-|May not be taken concurrently.

STAT 8122. Advanced SAS Programming. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(MATH 1042|Minimum Grade of B-|May not be taken concurrently
OR MATH 1942|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8001|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8002|Minimum Grade of B-|May not be taken concurrently).

STAT 8123. Time Series Analysis and Forecasting. 3 Credit Hours.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(STAT 8002|Minimum Grade of B-|May not be taken concurrently
OR STAT 8101|Minimum Grade of B-|May not be taken concurrently)
AND (ECON 8009|Minimum Grade of B-|May not be taken concurrently
OR MATH 3032|Minimum Grade of B-|May not be taken concurrently).
STAT 9001. Advanced Statistical Inference I. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(MATH 1042|Minimum Grade of B-|May not be taken concurrently)
OR MATH 1942|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8001|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8002|Minimum Grade of B-|May not be taken concurrently).

STAT 9002. Advanced Statistical Inference II. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STAT 9090. Special Topics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
College Restrictions: Must be enrolled in one of the following Colleges: Business & Mngmnt, Fox School
Repeatability: This course may be repeated for additional credit.

STAT 9101. Time Series Analysis II. 3 Credit Hours.
Theory and application of multiple time series analysis and special topics. Covers transfer function models, time series regression with autocorrelated errors, ARCH and GARCH models, vector time series models, cointegration, state space models, long memory processes and nonlinear processes, time series aggregation and disaggregation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8105|Minimum Grade of B-|May not be taken concurrently.

STAT 9103. Stat Lrng & Data Mining. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 8001|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8002|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8003|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8004|Minimum Grade of B-|May not be taken concurrently).

STAT 9106. Linear Models II. 3 Credit Hours.
Continuation of Stat 8106, covers the theory and practice of analyzing multivariate repeated/correlated non-Gaussian responses, with or without missing observations. Missing at random (MAR) models; informative missingness; EM algorithm; multiple imputations; quasi-likelihood estimation; generalized estimating equations (GEE); transition models; Gibbs sampling; Markov Chain Monte-Carlo (MCMC) technique. The students will need to work with R, SAS and WinBugs throughout the semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8106|Minimum Grade of B-|May not be taken concurrently.

STAT 9107. Design of Experiments II. 3 Credit Hours.
Covers symmetric and asymmetrical factorial experiments, fractional replication, split plot design, balanced and partially balanced incomplete block designs without and with recovery of interblock information and lattice designs.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8107|Minimum Grade of B-|May not be taken concurrently.

STAT 9108. Multivariate Analysis II. 3 Credit Hours.
A study of specialized topics in multivariate analysis.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 8002|Minimum Grade of B-|May not be taken concurrently)
AND (STAT 8108|Minimum Grade of B-|May not be taken concurrently).
STAT 9114. Survival Analysis II. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STAT 8114|Minimum Grade of B-|May not be taken concurrently.

STAT 9116. Statistical Genetics: An Advanced Graduate Course. 3 Credit Hours.
An advanced level graduate course in statistical genetics covering the basic concepts of allele, gene, genotype, phenotype, Hardy-Weinberg equilibrium, linkage analysis, QTL mapping using marker analysis, functional mapping for longitudinal traits, analysis of ultra-high dimensional data, genome-wide association studies.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STAT 8001|Minimum Grade of B|May not be taken concurrently)
AND (STAT 8002|Minimum Grade of B|May not be taken concurrently)
AND (STAT 8003|Minimum Grade of B|May not be taken concurrently)
AND (STAT 8004|Minimum Grade of B|May not be taken concurrently).

STAT 9180. Seminar in New Topics in Statistics. 3 Credit Hours.
Special topics in Statistics.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 9183. Directed Study in Statistics. 1 to 6 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 9190. Seminar in New Topics in Statistics. 3 Credit Hours.
Special topics in Statistics.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 9994. Preliminary Examination Preparation. 1 Credit Hour.
Preparation for preliminary examinations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STAT 9998. Pre-Dissertation Research. 1 Credit Hour.
Proposal design. Registration required until approved proposal is on file at the Graduate School.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.

STAT 9999. Dissertation Research. 1 to 12 Credit Hour.
For students elevated to candidacy and doing their dissertation research. Registration required until successful defense and graduation.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Student Attribute restrictions: Must be enrolled in one of the following Student Attributes: Dissertation Writing Student
Repeatability: This course may be repeated for additional credit.

Strategic Communication Courses

STRC 5001. Communicating Organizational Leadership. 3 Credit Hours.
This course focuses on reaching your leadership potential by assessing personal leadership styles and strengthening them through effective communication. You will understand how subtleties in communication and relationship management may have a huge impact on how an organization is run, defined and perceived. We will examine the forms of power and influence and how to become a trusted advisor with senior executives. This course is designed to help you shape a better future for yourself and the communities you serve.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5002. Leadership in Crises and Conflict Management. 3 Credit Hours.
Crisis and conflict can sharpen the thinking of your teammates, spark creativity and galvanize a virtual dispersed team. Or it can leave teammates speechless, defensive, squabbling and discouraged. Your leadership can make the difference. This course will show you how to step in, reach out and take charge of contentious issues, whether they surface in live meetings, e-mail volleys or teleconferences. It will equip you to surface the "real issues" that need to be faced and resolved, before they create a crisis. It will show you how to bridge cultural, personality, age, gender and professional differences to get the best of each other’s thinking. And do all of this in a way that increases your credibility and advances your career.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
STRC 5003. Leading Diverse Teams. 3 Credit Hours.
This program consists of 7 sessions designed to prepare individuals to both lead with pragmatic skills and, in addition, develop a theoretical understanding of the cultural, social, and communication dynamics at play within a highly diverse teamwork environment. The program will provide a rigorous theoretical framework for understanding how to work with a dynamic and diverse cross section of people who are brought together with specific skills and expertise to design and implement major organizational initiatives. Further, participants will be exposed to specific organizing structures that are used, including employees working together in multi-function, cross-geography and cross time zone teams. People within such organizations are expected to collaborate both online and face to face. The key to success is the degree to which a leader "reads" the team and leads by adapting communication and leadership behavior to provide focus on goals and structures and on team dynamics – the complex human issues that emerge when employees are required to work together as a well functioning team. This program prepares participants by providing a solid theoretical foundation while also focusing on practical day to day skills.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5004. Cross-Cultural Leadership. 3 Credit Hours.
This course takes a communication approach to addressing the challenges and opportunities created by local and global leaders in fostering cross-cultural perspectives: providing a framework for looking at culture and leadership from a communication perspective; looking at the role of leadership in developing the needed competencies among organizational members for successful cross-cultural communications; and, proposing strategies for developing and maintaining cross-cultural communications for successful global undertakings.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5800. Spec Topics in Comm Mgmt. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 8101. Communication Management Research Methods. 3 Credit Hours.
Types and methods of research applied in communication settings, including market research, surveys, interviews, content analysis, focus groups, audience analysis, and campaign testing. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8102. Legal Issues in Communication Management. 3 Credit Hours.
Grounding in legal issues that bear on communication: governmental regulation of speech; deceptive advertising; product liability class action; defamation and commercial speech; publicity and privacy; trademarks, patents, trade secrets, and copyrights; obscenity and indecency; journalistic privilege, free press, fair trial, and access to information. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8103. Organizational Communication. 3 Credit Hours.
Classical and contemporary theories of management and communication and their implications for communication management. This course addresses topics such as organizational culture and identification, organizational change, and power/control in organizations. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8105. Social Responsibility in Corporations and Not-for-Profit Organizations. 3 Credit Hours.
Students will critically examine ethical issues associated with social responsibility of corporations and not-for-profit organizations to local, regional, and global stakeholders – and to the environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8800. Spec Topics in Comm Mgmt. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 8985. Teach in Higher Ed:Comm. 3 Credit Hours.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9001. Crisis Communication and Issue Management. 3 Credit Hours.
This course examines a wide range of issues and crises, including natural and man-made disasters, defective products, executive malfeasance, and activism. It focuses on managing issues before they become crises, mediating conflict with various publics, putting together a crisis plan, dealing with the unexpected during a crisis, and rectifying long-term effects of crises.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
STRC 9002. Financial Communication. 2 Credit Hours.
Designed to cover nonprofits, private companies and government entities, this course examines the structure of the capital markets, the legal and regulatory climate, and the tactics of financial communications, including annual reports, shareholder meetings, and investor relations websites.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9004. Government Relations and Lobbying. 3 Credit Hours.
This course examines the government relations and lobbying functions within non-profit and publicly traded organizations, including corporations, special interest groups, and other organizations. It covers the history of lobbying, different types of lobbying and lobbyists, the role of lobbying within a democratic government, and building a career in government relations. This is a hands-on course; student projects include lobbying a state or federal issue.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9005. International Communication Management. 3 Credit Hours.
This multidisciplinary course examines how communication is practiced in different nations and regions of the world, and how best to reach culturally and politically diverse publics. It uses a case study approach and draws from international public relations, integrated marketing communication, social marketing, development and participatory communication, public diplomacy, and international crisis response. Students specialize in a particular nation, culture, or region of their choice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9006. Reaching Diverse Audiences. 3 Credit Hours.
Communication professionals need to understand and reach audiences characterized by diverse qualities including race, socio-economic status, gender, religion, cultural background, region, and community. This speaker-driven, hands-on course introduces techniques to reach and influence diverse audiences; students design a communication campaign for a client group of their choice.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9007. Speech Writing. 3 Credit Hours.
This seminar/practicum is designed to improve personal public speaking skills and writing for a client, including extemporaneous and manuscript speeches. It covers basic concepts in rhetorical theory, speech criticism, and public speaking. Students will analyze and critique a variety of speeches (business/corporate, political, and ceremonial); they will write and deliver speeches as individuals and as members of a speechwriting team.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9008. Reputation-Image-Identity. 3 Credit Hours.
This course examines elements of organizational (corporate and non-corporate) reputation; how to build, support, and maintain it through strategic communications; the value of reputation; threats to organizational reputation and how to respond to them. Through readings, speakers, and case studies, students will be able to plan, manage, and evaluate reputation and image programs across a variety of for-profit and not-for-profit organizations.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9011. Grant and Proposal Writing. 3 Credit Hours.
This course covers funding for both academic and non-profit projects, from both government and private sources. It teaches students how to research funding sources, target a proposal to funders’ interests, budget a project, and write a proposal. During the course, each student will develop a complete proposal for submission to a specific funder.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9020. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9030. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9044. Directed Readings in Communication Management. 1 to 3 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.
STRC 9045. Directed Projects in Communication Management. 1 to 3 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may be repeated for additional credit.

STRC 9054. Directed Readings in Communication. 1 to 4 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may be repeated for additional credit.

STRC 9055. Directed Projects in Communication. 1 to 8 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may be repeated for additional credit.

STRC 9101. Capstone Project in Communication Management. 3 Credit Hours.
In-depth, original analysis of a professional issue in communication management. Required of all MS students in their final semester.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may not be repeated for additional credits.

STRC 9800. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate
**Repeatability:** This course may be repeated for additional credit.