MGT 201W Foundations of Management

Management concepts are explained, including planning, organizing, leading, and controlling. Students develop managerial communication skills by working with groups. This is a Writing in the Discipline (WID) course. (Formerly MGT 301).

CREDITS

4 credit hours.

PREREQUISITE

Completion of FYS 100 and FYW 100, FYW 100H or FYW 100P.

OFFERED

Fall, Spring, Summer.

MKT 201W Introduction to Marketing

This is an examination of the role of marketing in society, consumer behavior, product management, pricing, distribution and promotion. This is a Writing in the Discipline (WID) course. (Formerly MKT 301).

CREDITS

4 credit hours.

PREREQUISITE

Completion of FYS 100 and FYW 100, FYW 100H or FYW 100P.

OFFERED

Fall, Spring, Summer.