Monday
MKT 6000: Marketing Management (CRN 26212)
Instructor: Dr. Brett Boyle
An introduction to the fundamentals of marketing management. Marketing problem solving and decision making to formulate programs. Emphasis on marketing management process includes: situation assessment, strategy formulation, planning and implementation.

Tuesday
MKT 6200: Consumer Analysis / Buyer Behavior (CRN 27745)
Instructor: Dr. Brad Carlson
Pre-Requisite: MKT 6000
Theoretical foundations of consumer behavior with specific attention to aspects of cognition, affect (emotion) and behavior. Practical applications of theory as a basis for marketing action in domestic and global marketing.

Wednesday
ITM 6000: Managing Information Technology (CRN 24550)
PLEASE NOTE: MEETS IN ROOM G102
Instructor: Mr. Thomas Duncan
This course describes the role of IT in organizational strategy. Topics covered include cloud base technologies, Internet applications and emerging technologies. This course emphasizes the concepts underlying enterprise systems and identifies challenges in managing security and risks in IT infrastructure.

Thursday
MGT 6006-02: Strategy and Practice (CRN 24555)
Instructor: Dr. Anastasios Kaburakis
Pre-Requisite: Capstone Course, Taken in Last Semester
Emphasizes strategic evaluation and the synergies required for effective managerial decision-making through the formulation, implementation, and assessment of cross-functional decisions that enable the achievement of organizational objectives. Utilizes cross-functional and team-based, experiential learning, and is designed around the elements of a strategic plan and specific issues identified by a 'real world' client organization. Discussion and analysis of the strategic concept culminate with the presentation of an existing strategic problem to be addressed by student teams.