

IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

PROGRAM TITLE: MARKETING AND MANAGEMENT OCCUPATIONS

Information included in this handout may change at anytime without notice and should not be considered as a binding contract between Idaho State University and students.

Program Options & Length:

Business Technology, Technical Certificate	2 1/2 Semesters
Business Technology, Associate of Applied Science degree (includes earned Technical Certificate of at least 32 credits)	4 1/2 Semesters
Business Administration, Associate of Applied Science degree	4 1/2 Semesters
Management Technology, Associate of Applied Science degree	4 1/2 Semesters
Marketing Technology: E-Commerce, Associate of Applied Science degree	4 1/2 Semesters
Marketing Technology: Retail, Associate of Applied Science degree	4 1/2 Semesters

**Entry dates
for this program:**
August and January

**Approximate cost
for books, tools,
& supplies:**
\$1041 to \$1,576
(See below for registration
fees.)

**For more information,
Contact:**
Idaho State University
College of Technology
Student Services Office
Campus Box 8380
Pocatello, ID 83209-8380
1.208.282.2622
e-mail: ctech@isu.edu
www.isu.edu/ctech/

Job Descriptions:

Business Technology Technical Certificate, 2 1/2 Semesters:

Provides the student with the opportunity to gain skills, attitudes, and knowledge from foundation courses (general education/general business) typically associated with a general business curriculum. This program's particular focus is on Retail Selling.

Business Technology, AAS, 4 1/2 Semesters: Prepares students for entry-level positions in their chosen technical areas. It enables the student to add to their technical skills, coursework in general education and general business. By completing this program the student has enhanced their employability. The program is designed specifically for individuals who have completed and earned a certificate in a technical area other than Marketing and Management Occupations. (Computer / Business Equipment Technician, Cosmetology, Electrical Technician, Practical Nursing, or any other College of Technology certificate-only program.)

Business Administration, AAS, 4 1/2 Semesters: Prepares students for general business positions. This program is specifically designed for students who are interested in continuing their education toward a bachelor degree in Business Administration. This program includes the basic skills and coursework which will fulfill requirements for that degree.

Management Technology, AAS, 4 1/2 Semesters: Provides the student with the opportunity to gain skills, attitudes, and knowledge in general management with an emphasis on positions in business, government, and nonprofit organizations. This program prepares students for supervisory of mid-level management positions in business, government, and non-profit organizations.

Marketing Technology: E-Commerce, AAS, 4 1/2 Semesters: Provides the student with the opportunity to gain skills, attitudes, and knowledge in general marketing with an emphasis on web-page design and E-commerce. This program prepares students for entry into this fast-paced, ever-changing area of marketing.

Marketing Technology: Retail, AAS, 4 1/2 Semesters: Provides students with the opportunity to gain skills, attitudes, and knowledge in general marketing with an emphasis on the retail industry, including sales, display merchandising. This program prepares students for entry-level supervisory or mid-level management careers in the retail industry.

Aptitudes and Interests: Students should have the ability to make sound judgments and decisions, communicate ideas verbally and in writing, acquire and apply technical knowledge of materials and products, learn new methods and ideas easily, meet and deal effectively with people. Workers should be willing to assume responsibility for financial decisions; be interested in the world of business and in changing trends; have an outgoing personality and get along well with people; be able to concentrate on details amidst distractions; be able to work under pressure; have the ability to plan, initiate and carry out ideas in an enthusiastic manner; and have leadership ability.

Educational and Other Requirements: High school graduate or completion of equivalency certificate (GED) is required. You should be willing to start work in a position such as assistant buyer in order to become familiar with markets, prices, buying trends and other pertinent information with respect to the merchandise handled by the firm; complete employer's on-the-job training when required. Evening and weekend duty is common.

ACT scores are not required for acceptance to the College of Technology,
however they are required to qualify for some scholarships.

Helpful High School Courses:

Accounting	Business Practices	English
Introduction to Computers	Marketing	Mathematics
Merchandising and Sales		

TUITION AND FEES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTIFICATION

Tuition for this program is paid every August and January.

The following fees are for the **2007/2008** school year:

TUITION PER SEMESTER	\$2,200.00
TUITION PER SEMESTER/NON-RESIDENT	\$6542.00
STUDENT INSURANCE PREMIUM PER SEMESTER (REQUIRED)	\$ 523.00*
PART-TIME REGISTRATION FEES	\$221.00 PER CREDIT

*Any student with existing health insurance coverage may be exempt from participation in the Student Insurance Plan by completing and filing a Health Insurance Waiver each academic year. This waiver can be found through the college website at <http://www.isu.edu/stuhlth/insurance/pp.html> .

Former College of Technology students who have been out of school one semester or more must complete the necessary forms in the Student Services office before returning to the program.
Re-entering students must meet requirements as outlined in the catalog effective at the date of their re-enrollment.
Students may choose any subsequent catalog to meet graduation requirements as long as they have continuous enrollment.

Idaho State University subscribes to the principles and laws of the State of Idaho and the federal government, including applicable executive orders pertaining to civil rights. All rights, privileges, and activities of the University are made available without regard to race, creed, color, sex, age, disability, national origin or veteran status. The University is an Equal Opportunity and Affirmative Action employer. Evidence of practices that are not consistent with such a policy should be reported to:

**Leonard E. "Buddy" Frazier, Affirmative Action Director
Museum Building, Room 422 Box 8315
E-mail frazleon@isu.edu
(208) 282-3964**

Idaho State University is committed to equal opportunity in education for all students, including those with documented disabilities. If you have a diagnosed disability or if you believe that you have a disability that might require reasonable accommodations, please contact:

**Dennis J. Toney, ADA Disabilities and Resource Center Director
Gravelly Hall, Room 123 Box 8121
E-mail tonedenn@isu.edu
(208)282-3599**

NOTE: Licensure, certification, and/or employment applications related to some degree programs require students to disclose any history of criminal prosecution which may include the student's driving record. Students who have a criminal history are strongly encouraged to contact the licensing agency or meet with the coordinator of the program they are interested in, prior to beginning classes, to discuss potential impediments to licensure, certification, or employment.

IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

PROGRAM TITLE: MARKETING AND MANAGEMENT OCCUPATIONS

CURRICULUM

2 1/2 to 4 1/2 Semesters

One certificate and five Associate of Applied Science degree options listed below are available to the students.

BUSINESS TECHNOLOGY TECHNICAL CERTIFICATE 2 1/2 Semesters/12 months. A minimum of 37 credits is required for a technical certificate option. Required courses: BI 120; :MANT 121, 130, 131, 252; MART 110, 111, 112, 113, 114, 115, 121; CIS 101 or BI 170; COMM 101; and ENGL 101.

BUSINESS TECHNOLOGY, AAS 4 1/2 Semesters/22 months. A minimum of 80 credits is required for an Associate of Applied Science degree. Required courses: BI 120; MANT 121, 130, 131, 252; MART 110, 111, 112, 113, 114, 115, 121; CIS 101 or BI 170; ENGL 101 and COMM 101; 3 credits from GOAL 2; 3 credits from GOAL 3; 2 credits from GOALS 4 through 11; and 3 credits from GOAL 12. The 80 credits includes an Earned Technical Certificate with a minimum of 32 credits.

BUSINESS ADMINISTRATION, AAS 4 1/2 Semesters/22 months. A minimum of 64 credits is required for an Associate of Applied Science degree. Required courses: BI 120; MANT 121, 130, 131, 252, MART 110, 111, 112, 113, 114, 115, 121; ACCT 202 or 341; CIS 101; MATH 143 and 160; MGT 216 and 261; ENGL 101 and COMM 101; 3 credits from GOAL 2; ECON 201 and 202; 2 credits from GOALS 4 through 11; and 3 credits from GOAL 12.

MANAGEMENT TECHNOLOGY, AAS 4 1/2 Semesters/22 months. A minimum of 70 credits is required for an Associate of Applied Science degree. Required courses: BI 120; MANT 121, 130, 131, 240, 241, 245, 250, 251, 252, 253, 259; MART 110, 111, 112, 113, 114, 115, 121; CIS 101 or BI 170; ENGL 101 and COMM 101; 3 credits from GOAL 2; 3 credits from GOAL 3; 2 credits from GOALS 4 through 11; and 3 credits from GOAL 12.

MARKETING TECHNOLOGY: E-COMMERCE, AAS 4 1/2 Semesters/22 months. A minimum of 72 credits is required for an Associate of Applied Science degree in this option. Required courses: BI 120; MANT 121, 130, 131, 251, 252; MART 110, 111, 112, 113, 114, 115, 121, 130, 242, 259; WDM 176, 180, 187; BI 170 or CIS 101; ENGL 101 and COMM 101; 3 credits from GOAL 2; 3 credits from GOAL 3; 2 credits from GOALS 4 through 11; and 3 credits from GOAL 12.

MARKETING TECHNOLOGY: RETAIL, AAS 4 1/2 Semesters/22 months. A minimum of 69 credits is required for an Associate of Applied Science degree in this option. Required courses: BI 120; MANT 121, 130, 131, 240, 250, 251, 252; MART 110, 111, 112, 113, 114, 115, 121, 130, 240, 250, 259; BI 170 or CIS 101; ENGL 101 and COMM 101; 3 credits from GOAL 2; 3 credits from GOAL 3; 2 credits from GOALS 4 through 11; and 3 credits from GOAL 12.

Upon completion of the Associate of Applied Science degree, a Bachelor of Applied Technology degree is available to a student with the completion of formally approved academic courses.

You may appeal placement decisions made by Student Services through a petition process.

Please call 1.208.282.2622 for more information.

Elective:

TGE 199 INTRO TO ISU 1 credit. Provides an extended orientation to the university for new students. Utilizes presenters from various campus support systems, collaborative learning activities, and written assignments which involve students in resources and activities on campus. F, S

Courses required for an Associate of Applied Science degree must be completed with a "C-" or better in each identified course.

MANT 121 ESSENTIALS OF MANAGEMENT 3 credits. Introductory management theory and practice, including the history of management, and decision making, planning, organizing, leading, and controlling. PREREQ: MART 110, 111, 112, 113, 114, and 115. F, S

BI 120 CONCEPTS OF ACCOUNTING 3 credits. Course in the basics of accounting and the accounting cycle. Includes exercises in journalizing, posting, closing procedures, and financial statement generation. Also includes a section on the use of software for electronic bookkeeping. F, S

MANT 130 BUSINESS COMMUNICATIONS 3 credits. Develop and produce effective communication in business letters, memos, reports, and meetings. Learn strategies in writing direct requests, neutral and good-news messages, bad-news messages, and persuasive requests. PREREQ: ENGL 101. F, S, Su

MANT 131 QUALITY CUSTOMER SERVICE 3 credits. Define relationships with internal and external customers; identify customer needs and wants; evaluate effective customer service. Su

MANT 240 LEGAL ENVIRONMENTS 3 credits. This course IS NOT designed to make anyone a lawyer nor is it designed to make anyone a legal expert. All this course proposes to do is to make people in all areas of business aware of the dangers that exist and to help them to know when competent legal advice becomes necessary. F

MANT 241 HUMAN RESOURCE MANAGEMENT 3 credits. Explore environments of human resource management and the planning process; develop job specifications and descriptions; and explore approaches to evaluation, motivation, and recruitment of employees. PREREQ: MANT 121. F

MANT 245 INTRODUCTION TO FINANCE 4 credits. Broad survey of financial markets, security valuation, time value of money, risk and return, capital budgeting, and the basic techniques of financial analysis. All course content will include spreadsheet and database software application exercises. F

MANT 250 FRONT LINE SUPERVISION 3 credits. Practical supervisory skills such as decision making, critical thinking, supervision, motivation, evaluation, and reprimand. PREREQ: MANT 121. S

MANT 251 SMALL BUSINESS MANAGEMENT 3 credits. Managerial and entrepreneurial skills, including analysis of the elements of starting and managing a small business venture. Develop your own business plan. PREREQ: MANT 121, MART 121, and Accounting. S

MANT 252 EMPLOYMENT SEMINAR 1 credit. This course discusses career planning, the job search, cover letters, resume, application, job-interview skills, professional dress, and business etiquette. (Students should complete this course during their last semester enrolled). F, S

MANT 253 ETHICS 3 credits. This course will increase awareness of individual value systems, ethics and ethical issues, and how they relate to decision making. S

MANT 259 CAREER INTERNSHIP 3 credits. Practical experience using the skills learned in the Marketing and Management Occupations program. F, S, Su

MART 110 INTERPERSONAL RELATIONS 2 credits. Study of the motivation and behavior of people. Case problems and student experiences are discussed, alternatives are considered and probable outcomes are determined. Taken concurrently with MART 111, 112, 113, 114, 115. F, S

MART 111 ECONOMIC ESSENTIALS 2 credits. Exploration and examination of macro- and micro-economic systems, study of business cycles, supply and demand, fiscal and monetary policy, the banking system, and their effects on the individual as well as the business world. Taken concurrently with MART 110, 112, 113, 114, 115. F, S

MART 112 ESSENTIALS OF MARKETING 3 credits. Upon completion of the course the student will have an understanding of economic strategy, advertising strategy, publishing, pricing ethics, and consumer research. Taken concurrently with MART 110, 111, 113, 114, 115. F, S

MART 113 MARKETING MATHEMATICS 2 credits. An understanding of basic math as it relates to marketing and management occupations. Survey of basic math skills and development of technical math skills and development of technical math applications. Taken concurrently with MART 110, 111, 112, 114, 115. F, S

MART 114 PRINCIPLES OF RETAIL SELLING 2 credits. The process and techniques of retail selling are explored. Students develop competencies through classroom and role-play situations as they relate to professional retail selling. Taken concurrently with MART 110, 111, 112, 113, 115. F, S

MART 115 BUSINESS CONCEPTS 1 credit. Business foundation and basics in terminology, discipline, and function. COREQ: MART 110, 111, 112, 113, 114. F, S

MART 121 MARKETING APPLICATIONS 3 credits. Examine creativity in the business place, work on critical thinking and decision making skills through marketing case studies, develop and deliver effective presentations, work in teams, and create a marketing plan. PREREQ: MART 110, 111, 112, 113, 114, and 115. F, S

MART 130 PROMOTIONS 3 credits. Survey advertising and promotion principles; produce window displays and promotional pamphlets. COREQ: MART 110, 111, 112, 113, 114, and 115. F

MART 240 PROFESSIONAL SELLING 3 credits. This course provides the methods and principles of effective salesmanship. Role-play situations are incorporated to enhance students' skill development. PREREQ: MART 121, COMM 101. F

MART 242 E-COMMERCE/BUSINESS MARKETING 3 credits. Apply marketing skills and understanding to the Internet; examine usability of for-profit and not-for-profit websites; examine the customer trends and make-up on the Internet. COREQ: MART 110, 111, 112, 113, 114, and 115. S

MART 250 RETAIL TECHNOLOGY 3 credits. A survey course covering the principles of retailing including store location, design, and organization, merchandising, sales promotion, personnel, services, and control; an exposure to career options; and an exploration of trends in retailing as related to social, technological, and economic changes. PREREQ: MANT 121, MART 121. S

MART 259 CAREER INTERNSHIP 3 credits. This course is designed to provide students an opportunity to gain practical experience in applying their management, marketing and hospitality skills in a practical work setting. Training plans are utilized to insure maximum training opportunities for the student. This is a non-paid training situation which is completed during the last semester enrolled. F, S, Su

MART 298 SPECIAL TOPICS (variable) 1-8 credits. This course is designed to address the specific needs of individuals. It will enable the students to upgrade their technical skills through part-time enrollment in units of instruction that are currently available through the program's full-time pre-employment curriculum. Permission of the instructor is required. D

BI 170 INTRODUCTION TO COMPUTERS 3 credits. This course is designed to provide the student with basic concepts, vocabulary, and working knowledge required to use a computer. The class will consist of weekly lectures/labs utilizing computers to understand concepts, operating systems, and software application such as word processing, database, spreadsheets, e-mail/Internet, and integrated projects that are used in the business environment. F, S

WDM 176 DESKTOP PUBLISHING/MULTIMEDIA 1-3 credits (variable). This course introduces the use of Corel WordPerfect 8.0, Corel Draw, Adobe, and presentations software to format documents including

brochures, business cards, newsletters, advertisements, letterheads, web pages, etc. Students will also obtain skills in creating presentations utilizing various multimedia technology. There is a \$5.00 lab fee PREREQ: BI 145, or permission of instructor. F, S, Su

WDM 187 WEB GRAPHICS AND ANIMATION. 3 credits. This course is designed to reinforce and enhance previously learned desktop publishing competencies. Students will utilize desktop publishing software to create business presentations and publications including electronic and Internet publications and distributions. In addition, students will utilize advanced multimedia techniques to intensify presentiments and publications. There is a \$5. 00 lab fee for this class. PREREQ: WDM 176. S

**FOR DETAILED INFORMATION ON GENERAL EDUCATION CLASSES,
PLEASE REFER TO THE ISU UNDERGRADUATE CATALOG OR CLASS SCHEDULE.**

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TYPICAL COURSE SEQUENCE (by Option)

BUSINESS TECHNOLOGY TECHNICAL CERTIFICATE

FIRST SEMESTER

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 252	Employment Seminar	1 cr
MANT 131	Quality Customer Service	2 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

BUSINESS TECHNOLOGY, AAS

FIRST SEMESTER

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 131	Quality Customer Service	2cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

FALL SEMESTER

MANT 252	Employment Seminar	1 cr
Goal 3	Math Goal	3 cr
Goal 12		3 cr
Goal 4-11		2 cr

BUSINESS ADMINISTRATION, AAS**FIRST SEMESTER**

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
CIS 101 & 101L	Introduction to Computers Systems & Lab	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 131	Quality Customer Service	2 cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

FALL SEMESTER

Goal 12		3 cr
MGT 261	Legal Environment of Business	3 cr
ACCT 202	Principles of Accounting II	
	OR	
ACCT 341	Managerial Cost Accounting	3 cr
ECON 201	Macro Economics	3 cr

SPRING SEMESTER

ECON 202	Micro Economics	3 cr
MATH 160	Brief Calculus (may need prerequisites)	4 cr
MANT 252	Employment Seminar	1 cr
MGT 216	Business Statistics	3 cr

MANAGEMENT TECHNOLOGY, AAS**FIRST SEMESTER**

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 131	Quality Customer Service	2 cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr
Goal 3	Math Goal	3 cr

FALL SEMESTER

MANT 240	Legal Environments	3 cr
MANT 241	Human Resource Management	3 cr
MANT 245	Introduction to Finance	4 cr
Goal 12		3 cr
Goal 4-11		2 cr

SPRING SEMESTER

MANT 250	Front-Line Supervision	3 cr
MANT 251	Small Business Management	3 cr
MANT 252	Employment Seminar	1 cr
MANT 253	Ethics	3 cr
MANT 259	Career Internship	3 cr

MARKETING TECHNOLOGY: E-COMMERCE, AAS

FIRST SEMESTER

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 131	Quality Customer Service	2 cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr
Goal 3	Math Goal	3 cr

FALL SEMESTER

MART 130	Promotion/Display	3 cr
WDM 176	Desktop Publishing and Multimedia	3 cr
Goal 12		3 cr
Goal 4-11		2 cr

SPRING SEMESTER

MANT 251	Small Business Management	3 cr
MANT 252	Employment Seminar	1 cr
MART 242	Business Marketing E-Commerce	3 cr
MART 259	Career Internship	3 cr
WDM 187	Web Graphics and Animation	3 cr

MARKETING TECHNOLOGY: RETAIL, AAS**FIRST SEMESTER**

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 131	Quality Customer Service	2 cr
ENGL 102	Critical Reading & Writing	3 cr

SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr
Goal 3	Math Goal	3 cr

FALL SEMESTER

MART 130	Promotion/Display	3 cr
MART 240	Professional Selling	3 cr
MANT 240	Legal Environments	3 cr
Goal 12		3 cr
Goal 4-11		2 cr

SPRING SEMESTER

MANT 250	Front-Line Supervision	3 cr
MANT 251	Small Business Management	3 cr
MANT 252	Employment Seminar	1 cr
MART 250	Retail Technology	3 cr
MART 259	Career Internship	3 cr

IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

PROGRAM TITLE: MARKETING AND MANAGEMENT OCCUPATIONS

BOOK AND TOOL LIST

Textbooks may be purchased at the University Bookstore located at the Pond Student Union - Building #14. Textbooks may also be purchased or reserved on-line through www.efollett.com or the bookstore's website at www.isu.edu/bookstor. Payments may be made with cash, check, VISA, MasterCard, American Express, or Discover. A shipping charge will be added for mail orders. See the bookstore's website for more information on purchasing or reserving books or for refund policy information. **Save Your Receipts!**

**Approximate total book and tool costs for this program's options are listed below.
Additional book costs will vary depending on the courses taken to fulfill
general education requirements for the AAS degree.
For a breakdown of books by individual class requirements, you must check your course curriculum.**

NOTE: PRICES ARE SUBJECT TO CHANGE AT ANYTIME WITHOUT PRIOR NOTIFICATION

I. BOOKS LISTED BY COURSE

DESCRIPTION	APPROXIMATE PRICE	
MANT 121 ESSENTIALS OF MANAGEMENT		
EFFECTIVE MANAGEMENT: Multimed Appr (w/ 5 cd's & Access Code), by Williams	0-324-25911-7	70.00
BI 120 CONCEPTS OF ACCOUNTING		
COLLEGE ACCOUNTING, Chapters 1 - 13, 10th ed, by Price	0-07-297788-4	79.00
COLLEGE ACCOUNTING, Study Guide Chapters 1 - 13, 10th ed, by Price	0-07-301209-2	49.00
HOME TEAM ADVANTAGE, Practice Set, by Price	0-07-827101-0	49.00
MANT 130 BUSINESS COMMUNICATIONS		
BUSINESS AND ADMINISTRATIVE COMMUNICATION, 1999, by Locker	0-07-235073-3	82.00
MANT 131 QUALITY CUSTOMER SERVICE		
CUSTOMER SERVICE, 3rd ed, by Lucas	0-72-938050	57.00
MANT 240 LEGAL ENVIRONMENTS		
LEGAL ENVIRONMENTS OF BUSINESS, 3rd ed, by Kubasek	0-13-034831-7	133.00
MANT 241 HUMAN RESOURCE MANAGEMENT		
HUMAN RESOURCE MANAGEMENT, by Noe	0-07-285932-4	98.00
MANT 245 INTRODUCTION TO FINANCE		
PRACTICAL FINANCIAL MANAGEMENT, 3rd ed, by Laster		80.00
MANT 250 FRONT LINE SUPERVISION		
ONE MINUTE MANAGER, 1982, by Blanchard	0-688-01429-1	20.00

WHO MOVED MY CHEESE?, 1998, by Johnson	0-399-14446-3	20.00
MANT 251 SMALL BUSINESS MANAGEMENT		
SMALL BUSINESS MANAGEMENT (with cd), 4th ed, by Megginson	0-07-281797-6	91.00
MANT 252 EMPLOYMENT SEMINAR		
CAREER TOOL KIT: Skills for Success, 3rd ed, by Carter	0-13-088418-9	46.00
MANT 253 ETHICS		
BUSINESS ETHICS, 4th ed, by Jennings	0-324-11080-4	59.00
MANT 259 CAREER INTERNSHIP No textbook required		

MART 110 INTERPERSONAL RELATIONS		
ALL I REALLY NEED TO KNOW I LEARNED IN KINDERGARTEN, by Fulghum	0-8041-0526-X	7.00
YOUR ATTITUDE IS SHOWING, 11th ed, by O'neil	0-13-1183889	57.00
YOUR ATTITUDE IS SHOWING, Self-Paced Exercise Guide, 11th ed, by O'Neil	0-13-1723788	21.00
MART 111 ECONOMIC ESSENTIALS No textbook required		
MART 112 ESSENTIALS OF MARKETING		
MARKETING ESSENTIALS, 3rd ed, by Farese	0-02-644191-8	74.00
MARKETING ESSENTIALS WORKBOOK, 3rd ed, by Farese	0-07-824954-6	12.00
BUSINESS STUDENT WRITER'S MANUAL & Guide to the Internet, by Bergman	0-13-598004-6	49.00
MART 113 MARKETING MATHEMATICS		
MARKETING ESSENTIALS WORKBOOK, 3rd ed, by Farese	0-07-824952-X	15.00
MART 114 PRINCIPLES OF RETAIL SELLING No textbook required		
MART 115 BUSINESS CONCEPTS No textbook required		
MART 121 MARKETING APPLICATIONS		
ESSENTIALS OF MARKETING (Set: Txt/App'l 03-04 w/CD), 9th ed, by Perreault	0-07-294183-9	104.00
MARKETING MISTAKES AND SUCCESSES, 9th ed, by Hartley	0-471-43217-6	66.00
MART 130 PROMOTION/DISPLAY		
ADVERTISING AND PROMOTION, 6th ed, by Belch	0-728-66148	150.00
MART 240 PROFESSIONAL SELLING		
SELLING TODAY: BUILDING QUALITY PARTNERSHIPS, by Simms	0-39-07160109	78.00
MART 242 E-COMMERCE		
INTRO TO E-COMMERCE, 2001, by Rayport	0-07-251024-2	104.00
PLANNING INTERNET MARKETING STRATEGIES, 2001, by Wilson	0-471-44109-0	20.00

MART 250 RETAIL TECHNOLOGY		
RETAILING MANAGEMENT (w/CD:#249547-2), 4th ed, by Levy	0-07-249701-7	118.00
MART 259 CAREER INTERNSHIP No textbook required		
MART 299 SPECIAL TOPICS		
LEADERSHIP: RESEARCH FINDINGS, PRACTICE, AND SKILLS, 2001, by DuBrin	0-618-05186-4	71.00

II. SUPPLIES AND FEES

DESCRIPTION	APPROXIMATE PRICE
Financial Calculator (MANT 121 & 245)	50.00
Notebooks, pens, pencils, calculator, miscellaneous items	90.00
Graduation Application Fee for First Certificate/Degree	20.00
Optional Graduation Application Fee for Each Additional Certificate/Degree	(10.00)
APPROXIMATE TOTAL SUPPLIES AND FEES	\$160.00

APPROX. TOTAL CTECH BOOKS/FEES ONLY-BUSINESS TECHNOLOGY, TECHNICAL CERTIFICATE	\$1041.00
APPROX. TOTAL CTECH BOOKS/FEES ONLY-BUSINESS TECHNOLOGY, AAS	\$1041.00
APPROX. TOTAL CTECH BOOKS/FEES ONLY-BUSINESS ADMINISTRATION, AAS	\$1041.00
APPROX. TOTAL CTECH BOOKS/FEES ONLY-MANAGEMENT TECHNOLOGY, AAS	\$1,451.00
APPROX. TOTAL CTECH BOOKS/FEES ONLY-MARKETING TECHNOLOGY: E-COMMERCE, AAS	\$1,279.00
APPROX. TOTAL CTECH BOOKS/FEES ONLY-MARKETING TECHNOLOGY: RETAIL, AAS	\$1,523.00

TUITION AND FEES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTIFICATION

Tuition for this program is paid every August and January.
The following fees are for the **2007/2008** school year:

TUITION PER SEMESTER	\$2,200.00
TUITION PER SEMESTER/NON-RESIDENT	\$6542.00
STUDENT INSURANCE PREMIUM PER SEMESTER (REQUIRED)	\$ 523.00*
PART-TIME REGISTRATION FEES	\$221.00 PER CREDIT

*Any student with existing health insurance coverage may be exempt from participation in the Student Insurance Plan by completing and filing a Health Insurance Waiver each academic year. This waiver can be found through the college website at <http://www.isu.edu/stuhlth/insurance/pp.html> .

ANTICIPATE ADDITIONAL EXPENSES ASSOCIATED WITH THIS PROGRAM:
TEXTBOOKS ASSOCIATED WITH ACADEMIC COURSES,
TRANSPORTATION, PARKING, CHILD CARE, HOUSING.
YOU MUST CHECK YOUR CLASS SCHEDULE TO DETERMINE TEXTBOOKS REQUIRED BY
INSTRUCTOR.