Marketing and Computer Information Systems

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The first fully online information systems master's program in Texas, our MS IS degree was also ranked the No. 4 Best Online Master’s in Information Systems Degree Programs by Intelligent.com. Nationally recognized for value and affordability, we offer a broad, rigorous program that enhances your current skill set to prepare you for a career change or advancement within your existing field. Through online course work, you’ll explore all areas related to management information systems and gain a range of technical knowledge and skills to prepare you for making decisions related to information systems, information technology resources, business operations and personnel.

The MS in Information Systems is designed for working professionals to complete 36 hours of graduate credit, 100% online. The program is flexible and allows students to complete classes remotely while balancing work and life demands. For those interested in pursuing their doctorate, students are encouraged to pursue a thesis option to satisfy electives within their program.

Mission:
The mission of the Master of Science in Information Systems (MS-IS) degree program is to provide a relevant, high-quality education that develops students’ decision making skills in the productive and profitable utilization of computer information systems, preparing them for success in their careers and life-long learning.

- MS-IS (https://www.tarleton.edu/degrees/masters/ms-information-systems/)

Requirements:
To pursue this degree, students are required to hold a baccalaureate degree and obtain acceptance to the College of Graduate Studies at Tarleton. Students will need reliable Internet access, basic computer skills, ample time to dedicate to completing the required course content, and the desire to complete an advanced degree that can provide opportunities for career advancement.

After an MS-IS applicant is admitted to the College of Graduate Studies, his/her transcript, application, essay, and test scores (if applicable) will be evaluated by a COB Graduate Manager.

Before a student completes 12 hours of graduate credit in the MS-IS program, the student should contact the COB Graduate Manager and request that an official degree plan be prepared. The student may petition for changes in this degree plan at a later date, but these changes must be approved by the COB Graduate Manager and the Dean of the College of Graduate Studies.

For more details:
- Academic Advising Guides (http://catalog.tarleton.edu/advising_guides/)

Accelerated Program
The MS-Information Systems includes an accelerated option, allowing undergraduate students to begin their graduate studies early and shortening their time to graduation. Interested undergraduate students should identify their interest in pursuing this option early in their program and work with their Academic Adviser (https://www.tarleton.edu/advising/advisor/outreach-advisors.html) to select the appropriate degree plan options:

- BS-CIS: Accelerated CIS/MS Information Systems
- BAAS-IT: Accelerated IT/MS Information Technology
- BBA-MIS: Accelerated MIS/MS Information Systems

Students in their final undergraduate semester, should work with the COB Graduate Manager to complete the Graduate Student Provisional Form, enabling them to register for their graduate classes. Students who choose the accelerated option will, in their final semester, take BCIS 5311 plus an additional BCIS graduate elective, to serve as undergraduate electives and also begin work towards their graduate studies. Students should also complete their application to the College of Graduate Studies during their final semester in preparation for admittance into the graduate program.

Master of Science in Information Systems

Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BCIS 5304</td>
<td>Telecommunications for Managers</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5307</td>
<td>Systems Analysis for Managers</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5311</td>
<td>Managing Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5316</td>
<td>Applied Database Management</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5351</td>
<td>IT Project Management</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5392</td>
<td>Business Intelligence Systems</td>
<td>3</td>
</tr>
<tr>
<td>BCIS 5398</td>
<td>Research Methods in Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>BCIS Electives</td>
<td>15</td>
<td></td>
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</tbody>
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Total Hours 36

Professors

- Jones, Dr. Dennis
- Schuessler, Dr. Joseph H.
- Schultz, Dr. Leah
- Shao, Dr. Chris
- Sharp, Jason Dr.
Associate professors

- Hsu, Dr. Chun-Kai "Tommy"
- Kilic, Dr. Ceyhan
- Pellegrino, Dr. Bob
- Wu, Dr. Yi-Chia

Assistant professor

- Chen, Dr. Aray

Business Computer Information Systems Courses

BCIS 5086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).
This course offers students the opportunity to study CIS topics and perform research within the student's area of interest as directed by the responsible professor. May be repeated as topics vary for a maximum of 6 semester hours. Prerequisite: Approval of the department head.

BCIS 5090. Selected Topics in CIS. 1-3 Credit Hours (Lecture: 1-3 Hours, Lab: 0 Hours).
An examination of various topics in the Computer Information Systems area with focus on current and recent developments. May be repeated as topics vary. Prerequisite: Approval of department head.

BCIS 5304. Telecommunications for Managers. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Examines the management and utilization of data communication technologies including technical components, configurations, applications, protocols, legal issues, software and management issues, Local Area Network (LAN) technologies, and security issues. Prerequisite: BCIS 5311 or Approval of Department Head.

BCIS 5307. Systems Analysis for Managers. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Investigates and compares various analysis approaches for application automation while highlighting management considerations for planning and developing automated systems. Systems life cycle models and case studies are used. Prerequisite: BCIS 5311 or Approval of Department Head.

BCIS 5311. Managing Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Studies the management and use of information and technology as a resource to create competitive businesses, manage global operations, provide useful products and quality services to customers, whether public or private. Examines information systems management, intellectual property, privacy, organizational and societal impact, legal issues, ethics, security issues, decision making, strategic information systems, and management and organizational support systems.

BCIS 5316. Applied Database Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Examines the objectives and methodologies of database management. Topics include data models, database design, data dictionaries, fourth generation programming languages, data integrity, security, and privacy. Students use a commercial database. Prerequisite: BCIS 5311 or Approval of Department Head.

BCIS 5317. Special Topics. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of various issues, products, and technology current to computer information systems. May be repeated once for credit as topics vary. Prerequisite: Varies with topic.

BCIS 5318. Quantitative Concepts in Computing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
An examination of measurements related to software projects and applying measurement techniques to information technology related problems. Analyses of programs and selected algorithms are performed. A statistical program will be used to analyze data.

BCIS 5319. Decision Support Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Studies the use of decision support systems within organizations to support operational decisions. Explores the various systems used to collect, store, and analyze data, as well as systems to support collaborative decision making. Examines current topics within the field of decision support including: managerial decision models, collaborative decision environments, and knowledge management.

BCIS 5320. Seminar on Computer Based Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Topics will vary according to timeliness and special needs. May be repeated once for credit as topics vary.

BCIS 5349. Topics in Programming. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Develops programming proficiency in a modern programming language. Students complete many programming assignments to achieve necessary knowledge and skills. May be repeated once for credit as topics vary. Prerequisite: Approval of instructor.

BCIS 5351. IT Project Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Studies the genesis of project management and its importance to improving the success of information technology projects. Project management concepts and techniques are emphasized, and students are required to apply these concepts by working on a group project as a project manager or active team member. Prerequisite: BCIS 5311 or Approval of Department Head.

BCIS 5360. Multimedia Application Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Theory and application of the multimedia application development process. A review of the principles of user interface, design, graphic design, and interactivity including the appropriate application of these principles to multimedia will be conducted. Students will explore computer-based multimedia development tools and their use in the creation of various types of multimedia applications. The planning, design, production, and evaluation of interactive multimedia projects for delivery through a variety of media will culminate the course of study.

BCIS 5365. Multimedia: Web Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Theory and application of the multimedia application development process of the creation of web-based authoring and scripting tools and their use in the creation of various types of web-based projects. The planning, design, projection, and evaluation of interactive web-based projects for delivery through a variety of media will culminate the course of study.

BCIS 5366. Human Computer Interaction. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of the principles of human computer interaction including planning, design, and testing of effective application interfaces. Review of current literature in the field and its application to improving the interaction between people and computers.

BCIS 5368. Topics in Multimedia. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of issues, theory, and application of current technology specific to multimedia development.

BCIS 5379. The Technology of E-Business. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
A study of the technical and business considerations for creating and operating an electronically based business. Students will study the environment from an operational and legal perspective, analyze the technologies available and implement an e-commerce project integrating database, web pages, and script languages.

BCIS 5380. E-Business Application Development. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
This course examines issues related to supporting a business that uses the Internet and other on-line implementations. The course operates in a team environment simulating a business organization and requires the team develop and implement database and Internet technologies.

BCIS 5388. Thesis. 1-6 Credit Hours (Lecture: 1-6 Hours, Lab: 0 Hours).
Scheduled when the student is ready to begin the thesis. No credit until the thesis is accepted. Prerequisite: BCIS 5351, consent of major advisor or approval of department head.
BCIS 5392. Business Intelligence Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Develops research skills related to the reactive and proactive use of data to analyze business decisions. Business environmental and internal data sets will be designed using data warehousing techniques. Students will use datamining, text mining, OLAP, or analytics used to improve decision making. Prerequisites: BCIS 5311 and BCIS 5316 or Approval of Department Head.

BCIS 5395. Research Project with Laboratory. 3 Credit Hours (Lecture: 1 Hour, Lab: 5 Hours).
Independent study course in specific areas of Information Systems. May be repeated for credit once when topics change. Prerequisites: Approval of department head. Lab fee $15.

BCIS 5398. Research Methods in Information Systems. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
This course examines timely topics related to computer-based systems. The course develops research skills, problem-solving skills, applies the scientific method, refines presentation skills, and promotes team involvement. The course operates in a distributed team environment using the Internet as its communication vehicle. Prerequisites: BCIS 5304, BCIS 5307, BCIS 5311, BCIS 5316, BCIS 5351, and BCIS 5392 or Approval of Department Head. Students can be concurrently enrolled in BCIS 5392 while taking BCIS 5398.

BCIS 5399. Internship. 3 Credit Hours (Lecture: 1 Hour, Lab: 8 Hours).
Supervised work experience in an information technology-related position with a public or private organization. May be repeated for a total of 6 hours credit. Prerequisite: 6 semester hours of prefix BCIS courses or equivalent and approval of internship coordinator or department head. Field experiences fee $50.

Marketing Courses

MKTG 5086. Problems. 1-3 Credit Hours (Lecture: 0 Hours, Lab: 1-3 Hours).
This course offers students the opportunity to become acquainted with current research being conducted within the student's area of interest; directed reading of a number of sources selected in concert with the student's professor. Prerequisite: Approval of department head.

MKTG 5303. NonProfit & Public Sector Marketing. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
This course will examine the role and application of marketing in public and nonprofit settings. The course focuses on a conceptual understanding of the marketing discipline and marketing processes and shows how basic concepts and principles of marketing are applicable to public and nonprofit organizations.

MKTG 5308. Marketing Management. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Study of the planning and coordination of marketing functions specifically related to product, pricing, promotion, and distribution strategies. Includes case analysis and presentation of results. Prerequisite: MGMT 5300 or approval of department head.

MKTG 5309. Marketing Strategy. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Develops the role of product, pricing, promotion, and channel and physical distribution in the development of a firm's integrated marketing program. Cases are used to evaluate and compose alternative courses of action.

MKTG 5354. International Marketing. 3 Credit Hours (Lecture: 4.5 Hours, Lab: 0 Hours).
A global approach to the study of comparative marketing systems, including economic, social, technological, governmental, and political environments as they affect international marketing operations. Graduate students will be required to complete an extensive research project in addition to other course requirements.

MKTG 5389. Global Marketing Practices. 3 Credit Hours (Lecture: 4.5 Hours, Lab: 0 Hours).
A study of basic international business concepts, cultural literacy, and discipline specific content are then applied to practical experiences and activities in the foreign country visited. A study abroad at the student's expense is required. Graduate students will be required to complete an extensive research project in addition to other course requirements. Student may complete a maximum of six hours of COBA sponsored study abroad toward degree completion. Prerequisites: Admission into a COBA graduate program and permission of the instructor.

MKTG 5391. Marketing Seminar. 3 Credit Hours (Lecture: 3 Hours, Lab: 0 Hours).
Selected topics of current importance to marketing. May be repeated for credit when topics vary.