



Want to enhance your career? Or simply interested in taking a class or two?

Join us at Illinois Institute of Technology's Stuart School of Business located at **565 West Adams Street in Chicago** for a free informational luncheon on Monday May 5th from noon to 1:30 p.m. on the 10th floor. Program faculty will be available to talk with you, as well as representatives from the Office of Graduate Admission and Career Management Center.

Register today at: www.stuart.iit.edu

IIT Stuart offers a variety of classes this summer starting May 12th through July 26th. Classes meet once per week from 6–9:15 p.m. at our convenient Downtown Campus location near Union Station. You may be able to apply your courses toward a degree program later on. Taking classes as a non-degree student offers many possibilities. On the back of this page is a listing of the classes offered this summer with modified course descriptions. For complete course descriptions go to: <http://www.grad.iit.edu/bulletin/programs/stuart.html#course>

Get started now:

- Complete and submit an online application for non-degree status at <http://www.stuart.iit.edu/admissions/graduate/>
- Bring copies or official academic transcripts with a minimum cumulative GPA of 3.0/4.0 and your current resume to the luncheon (*you do not need recommendations, essay responses, or test scores*)
- Pay a \$75 application fee (*application fee refunded if you attend the luncheon*)
- For more information visit:
<http://www.stuart.iit.edu/admissions/graduate/checklist/nondegree.shtml>

If you need assistance or have questions, send an email to admission@stuart.iit.edu or call **312.906.6576**.
Or stop by our Office of Graduate Admission:

Stuart School of Business
565 W. Adams Street
6th Floor
Chicago, IL 60661



Stuart School of Business is accredited by the Association to Advance Collegiate Schools of Business International (AACSB).

(over)

Monday 6-9:15 p.m.

MC 530 Direct Marketing—A comprehensive study of the elements of direct marketing and its fit into the strategy to reach target audiences effectively. Sample topics include comparison of consumer and business- to-business direct marketing techniques, use of databases, circulation planning, creative executions, telemarketing, Internet marketing, and response analysis.

MBA 540 Statistical Methods—Statistical methods and their application to managerial decision-making. Topics include probability, sampling, estimation, hypothesis testing, linear regression, and goodness- of-fit tests.

EM 520 Contemporary Issues and Global Sustainability—This course provides an analysis of significant environmental issues currently facing multinational corporations and government agencies. Representative topics include macrosustainable development, pollution prevention, urban sprawl and brownfields, resource efficiency, and global climate change.

Tuesday 6-9:15 p.m.

MC 522 Media Strategy and Implementation—This course focuses on the major aspects of developing and evaluating media plans and on some key factors in efficient media buying.

Wednesday 6-9:15 p.m.

***MC 502 Brand Management** (*this class meets from 11 a.m. to 2 p.m.*)—Students will learn the concept of organizing marketing activities and P&L responsibility around the introduction, promotion and optimization of brands and brand portfolios. Students will learn how consumer beliefs and attitudes regarding a brand or business often cannot be easily reproduced.

MC551 Business Strategy and Implementation—This course will acquaint the student with some of the best current thinking and practice among companies that are succeeding in the new environment. It deals with business models, supply chain strategies, value propositions, revenue sources, new ideas about the marketing of information, and how entrepreneurial ventures go about constructing a business plan.

MC 563 Web Page Design & Navigation—The content, organization, presentation, and functionality of Web sites are critical to attracting and retaining customers or members of an audience. Subtle issues of design and organization can have profound consequences on a site's ability to persuade, communicate, compete, and close a transaction. An authoring tool, e.g., *Dreamweaver* or *Frontpage*, will be used to build a Web site.

MBA 570 Operations Management—The course focuses on decisions to be made by operating managers in managing the technology, capital, and human resources of organizations in the process of producing goods and services.

Thursday 6-9:15 p.m.

MC 532 Sales Promotion Techniques—This course provides an overview of merchandising and sales promotion tools and the planning and execution of sales promotion programs. The use of sales promotion techniques is studied in a wide variety of product/service marketing strategies.