

Marketing

College of Business

Department of Marketing and International Business

150 Morris Hall • 507-389-2967

Web site: www.business.mnsu.edu/marketing

Chair: Kevin Elliott

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It is the objective of the department to advance the understanding and practice of marketing and international business.

Faculty advance the discipline of marketing through research, writing, and involvement in professional associations. They improve the practice of marketing with a progressive curriculum for full- and part-time students. The region's business community and public institutions also are directly served with student and faculty consulting and research projects.

The marketing major prepares students for marketing positions in retail management, industrial sales, promotion, marketing research, or marketing management, and equips them with the comprehensive knowledge necessary to assume upper management positions in the marketing function.

Admission to Major typically occurs at the beginning of the student's junior year. A student must be admitted to the program for permission to register for 300-400 level courses.

1. GPA of 2.5 for unconditional admission.
2. Completion of 33 credits of general education requirements.
3. Demonstrated microcomputer competency by successfully completing COMS 101, Introduction to Microcomputers, or equivalent.
4. Completion of ACCT 200, 210; ECON 201, 202, 207; MGMT 200; MATH 112; BLAW 200; Second Year Experience 201.
5. Completion of 60 semester credits (or in progress).

Students registering for 300-400 level College of Business courses who have a cumulative GPA of less than 2.5 must contact an advisor in the College of Business Advising Office, 151 Morris Hall.

MARKETING BS

Required General Education (7 credits):

ECON 201 Principles of Macroeconomics (3)

MATH 112 College Algebra (4)

Recommended General Education (3 credits):

SPEE 102 Public Speaking (3)

Business Foundation Requirements (25 credits):

ACCT 200 Financial Accounting (3)

ACCT 210 Managerial Accounting (3)

BED 345 Business Communications (3)

BLAW 200 Legal, Political and Regulatory Environment of Business (3)

COMS 101 Introduction to Microcomputers (3)

ECON 202 Principles of Microeconomics (3)

ECON 207 Business Statistics (4)

MGMT 200 Introduction to MIS (3)

Upper Division (19 credits):

MRKT 310 Principles of Marketing (3)

MGMT 330 Principles of Management (3)

FINA 362 Business Finance (3)

IBUS 380 Principles of International Business (3)

MGMT 346 Production and Operations Management (3)

MGMT 395 Personal Adjustment to Business (1)

MGMT 481 Business Policy and Strategy (3)

Required for Marketing Major (18 credits):

MRKT 316 Consumer Behavior (3)

MRKT 317 Product and Pricing Strategy (3)

MRKT 318 Promotional Strategy (3)

MRKT 324 Marketing Research and Analysis (3)

MRKT 339 Distribution Strategy (3)

MRKT 490 Marketing Management (3)

Required Electives (9 credits):

Choose a minimum of three courses from the following:

MRKT 412 Professional Selling (3)

MRKT 413 Industrial Marketing (3)

MRKT 415 Retailing Management (3)

MRKT 420 Sales Management (3)

MRKT 428 International Marketing (3)

MRKT 441 Consulting for Small Business (3)

MRKT 480 Seminar (3)

MRKT 498 Internship (3)

Required Minor: None.

MARKETING MINOR

Required for Minor (18 credits):

MRKT 100 Global Business Concepts (3) **or** admission to the College of Business

MRKT 310 Principles of Marketing (3)

MRKT 316 Consumer Behavior (3)

Choose a minimum of three courses from the following:

MRKT 317 MRKT 318 MRKT 324

MRKT 339 MRKT 412 MRKT 413

MRKT 415 MRKT 420 MRKT 428

POLICIES/INFORMATION

Students have an advisor from their area of interest assigned to them. Questions and concerns pertaining to advising and the assignment of advisors can be answered by student relations coordinator, 151 Morris Hall, telephone 507-389-2963.

College of Business students must complete a minimum of 64 credits outside the College of Business.

Students who are non-business majors, business minors, or those who are not seeking a four year degree may not complete more than 30 credits in the College of Business.

Students must be admitted to the College of Business to be granted a Bachelor of Science (BS) degree in Marketing.

Residency. Transfer students must complete a minimum of 30 resident credits at the upper division (300-400) in the College of Business. Transfer students pursuing a minor in the College of Business must complete 50% (one-half) of their minor coursework through Minnesota State University, Mankato.

Information Technology Initiative. Students with a Marketing major or minor are required to purchase a notebook computer with standard set of applications from Minnesota State University Campus Computer store. Students who are majoring in other colleges but are required to take MKT 310 will be able to enroll in a non-notebook class offered once per year for non-majors/minors. For further information see the College of Business section at the front of this bulletin.

GPA Policy. Students must earn a minimum grade-point average of 2.0 (C) on the total courses taken in the College of Business to meet graduation requirements.

P/N Grading Policy. No more than one-fourth of a student's major shall consist of P/N grades.

Assessment Policy. The College of Business believes that the assessment of its programs makes a vital contribution to those programs and student learning. Student participation is an important and expected part of the assessment process.

Student Organizations. The American Marketing Association is a nationally affiliated marketing organization. AMA offers students opportunities to network with professionals in marketing-related fields, contribute to the community through service projects and meet other students. All majors are welcome.

Delta Sigma Pi is a coeducational business fraternity organized to further the camaraderie of business students and professionals. Delta Sigma Pi provides members the opportunity to network with current business students and alumni throughout the United States.

The International Business Organization operates on both a professional and personal level. IBO creates cultural awareness and provides interaction among students and international business professionals. IBO members participate in conferences, business tours, annual trips, meetings and social activities.

The Council of Student Business Organizations (COSBO) which is comprised of the presidents of the seven organizations and the college representative to the Student Senate, works directly with the Dean's office in the coordination of activities of the various organizations and sponsors activities of their own.

Internships Students are encouraged to participate in business and industrial organizations through intern programs. Internships are available during the junior or

senior years. Students interested in internships should interview early with the internship coordinator for enrollment in this program.

COURSE DESCRIPTIONS

MRKT 100 (3) Global Business Concepts

Focuses on the basic business functions of Accounting, Finance, Management, and Marketing in global context.
F, S GE-5

MRKT 201 (0) Second Year Experience

MRKT 310 (3) Principles of Marketing

This course provides a basic understanding of marketing concepts with emphasis on the pricing, promotion, and distribution of need satisfying products and services in domestic and international markets. The format of the course consists of lectures, case discussions, application exercises, projects, exams, and in-class group assignments.
F, S

MRKT 316 (3) Consumer Behavior

Students will learn about consumer decision styles, perceptions, group influences, family decision-making, lifestyles, shopping behaviors and domestic and international trends related to marketing strategies. The framework consists of individual or group projects, usually requiring some personal interviewing, exams, and reports.
Pre: MRKT 310 F, S

MRKT 317 (3) Product and Pricing Strategy

The intention of the course is to explore in depth the concepts involved in new product development, the management of products through the product life cycle, and the development of pricing policies and strategies. The course involves a lecture/discussion format with occasional group activities, projects and exams.
Pre: MRKT 310 F, S

MRKT 318 (3) Promotional Strategy

Promotional strategy focuses on the utilization of all the elements of the promotion mix-advertising, personal selling, publicity, sales promotion, and corporate sponsorship-in the development of an effective promotion plan.
Pre: MRKT 310, 316 F, S

MRKT 324 (3) Marketing Research & Analysis

In this course, students will examine the role of research in decision making and the basics of scientific research, including the preparation of research proposals, design of data collection instruments, data analysis, interpretation, and reporting.
Pre: MRKT 310, ECON 207 F, S

MRKT 339 (3) Distribution Strategy

Defines the role of marketing channels within the marketing system. Topics in this course examine important issues in marketing distribution systems.
Pre: MRKT 310 F, S

MRKT 412 (3) Professional Selling

The course is designed to provide basic human motivation theories, and develop persuasive communications strategies and applications necessary in the field of professional selling. The course takes a hands-on approach to professional selling techniques with the use of sales presentations, sales manuals, and exams.

Pre: MRKT 310 F, S

MRKT 413 (3) Industrial Marketing

A broad examination of the techniques employed in business-to-business marketing. Topics include organizational buying, buyer-seller relationships and industrial marketing mix development.

Pre: MRKT 310 V

MRKT 415 (3) Retailing Management

The study of marketing at the retail level, including the organization, operations, methods, policies, and problems of retail establishments in satisfying consumers.

Pre: MRKT 310, 316 V

MRKT 420 (3) Sales Management

This course involves studying the role of the general sales manager, the functions of sales management within overall marketing strategy, and the development of analytical decision skills necessary to plan, manage, and control the sales force.

Pre: MRKT 310 V

MRKT 428 (3) International Marketing

This course takes a managerial approach to analyzing marketing decision making in multinational market situations.

Pre: MRKT 310 and IBUS 380 F

MRKT 441 (3) Consulting for Small Business

Student teams assist businesses with problems by conferring with clients, conducting analyses and recommending solutions. Problems may encompass accounting, finance, personnel procedures, production or marketing.

Pre: Consent ALT

MRKT 480 (3) Seminar

Topics covered are specialized topics not covered in other courses and will be announced.

Pre: Consent V

MRKT 490 (3) Marketing Management

This course should be the last marketing class taken, since it involves comprehensive marketing strategy development, integrating all dimensions of the marketing offering, and utilizing marketing information systems for top-level control and decision making. Students will complete a formal marketing plan, case analyses, and examinations.

Pre: MRKT 310, 316, 317, 318, 324, and 339 F, S

MRKT 491 (1-4) In-Service

Topics will vary across various hands-on practical experience.

Pre: Consent V

MRKT 497 (1-9) Internship

Individual, supervised experience in a business firm or government agency. Taken for P/N only.

Pre: Consent F, S

MRKT 498 (1-3) Internship

Individual, supervised experience in a business firm or government agency. Taken for grade only.

Pre: Consent F, S

MRKT 499 (1-4) Individual Study

Individual study of special topics.

Pre: Consent F, S