

## Marketing

*College of Business*

*Department of Marketing and International Business*

150 Morris Hall • 507-389-2967

Web site: [www.business.mnsu.edu/marketing](http://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 a Major in the College of Business

Admission to a major in the College of Business typically occurs at the beginning of the student's junior year. Once admitted, students may choose to pursue a degree in one or more of the following COB majors: Accounting, Finance, International Business, Management, or Marketing. Multiple criteria will be considered for admission to a major in the College of Business. Admission is competitive; meeting minimum requirements does not guarantee admission. Deadlines for application are: October 1 for Spring Semester and March 1 for Fall Semester.

### Criteria Considered for Admission to a Major in the College of Business

1. Grade Point Average: minimum 2.7
2. Credits and Courses: 33 completed credits of the 44 general education requirements
3. Completion of the following courses: ISYS 101 (ISYS 110 for MIS majors) MATH 112, ACCT 200, BLAW 200, MGMT 200, Second Year Experience 201, ECON 201, ECON 202, ECON 207, and ACCT 210

Requirements for the Marketing Minor:

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing minor.

### MARKETING BS

#### Required General Education Courses (7 credits):

ECON 201 Principles of Macroeconomics (3)  
MATH 112 College Algebra (4)

#### Recommended General Education Courses (3 credits):

SPEE 102 Public Speaking (3)

#### Required Lower Division Courses (22 credits):

ISYS 101 Personal Productivity with Information Systems (3)  
MGMT 200 Introduction to MIS (3)  
ACCT 200 Financial Accounting (3)  
ACCT 210 Managerial Accounting (3)  
ECON 202 Principles of Microeconomics (3)  
ECON 207 Business Statistics (4)  
BLAW 200 Legal, Political & Regulatory Environment of Business (3)  
MRKT 201 Second Year Experience (0)

#### Required Upper Division Courses (20 credits):

MGMT 305 Business Ethics Fundamentals (1)  
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)  
FINA 395 Personal Adjustment to Business (1)  
MGMT 481 Business Policy and Strategy (3)

#### Required for Marketing Major (21 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 412 Professional Selling (3)  
MRKT 490 Marketing Management (3)

#### Required Electives (6 credits):

Choose a minimum of two courses from the following:

MRKT 413 Industrial Marketing (3)  
MRKT 415 Retailing Management (3)  
MRKT 420 Sales Management (3)  
MRKT 428 International Marketing (3)  
MRKT 480 Seminar (3)  
MRKT 491 In-Service (by permission only) (1-4)  
MRKT 498 Internship (3)

**Required Minor: None.**

### MARKETING MINOR

#### Requirements for the Marketing Minor:

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing minor.

#### Required for Minor (18 credits):

MRKT 100 Global Business Concepts (3) **OR** admission to a College of Business major  
MRKT 310 Principles of Marketing (3)  
MRKT 316 Consumer Behavior (3)

Choose a minimum of three or four courses from the following:

MRKT 317 MRKT 318 MRKT 324 MRKT 339 MRKT 412  
MRKT 413 MRKT 415 MRKT 420 MRKT 428

### POLICIES/INFORMATION

**Academic Advising.** Students will initially receive their advising from the professional advisors in the College of Business Advising Center. When a student applies to the College of Business, he/she will be assigned a faculty advisor in the major area of study. Questions regarding the assignment of advisors can be answered in the College of Business Advising Center, 151 Morris Hall, telephone: 389-2963.

**Information Technology Initiative.** Students with a major or minor in the College of Business are required to obtain a notebook computer with a standard set of applications from the Campus Computer Store at Minnesota State Mankato. Students who are majoring in other colleges may be able to enroll in non-notebook classes as they are offered. For further information, please refer to the College of Business section at the front of this bulletin.

**College of Business Policies.** Students who are business minors, non-business majors or those who are not seeking a four year degree may take up to 24 credits in the College of Business. Students must be admitted to a College of Business major to be granted a Bachelor of Science degree in any College of Business major.

## MARKETING

**Residency.** Transfer students must complete a minimum of 30 resident credits at the upper division (300-400) level in the College of Business at Minnesota State Mankato.

Transfer students pursuing a major or minor in the College of Business must complete at least 50% (one-half) of their major or minor coursework at Minnesota State Mankato.

**GPA Policy.** Students must earn a minimum grade point average of 2.0 ("C") on the total courses taken in the College of Business and a 2.25 overall GPA 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 ongoing assessment of its programs makes a vital contribution to the quality of those programs and to student learning. Student Participation is an important and expected part of the assessment process.

**Internships.** Students are encouraged to participate in business and industrial organizations through internship programs. Internships are available during the junior and senior years. Students interested in internships should interview early with the internship coordinator for enrollment in this program.

**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 nine 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.

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### COURSE DESCRIPTIONS

#### **MRKT 100 (3) Global Business Concepts**

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

#### **MRKT 201 (0) Second Year Experience**

Fall, Spring

#### **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.  
Fall, Spring

#### **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

Fall, Spring

#### **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

Fall, Spring

#### **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, MRKT 316

Fall, Spring

#### **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

Fall, Spring

#### **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

Fall, Spring

#### **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

Fall, Spring

#### **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

Variable

#### **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, MRKT 316

Variable

#### **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

Variable

#### **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

Fall

**MRKT 480 (3) Seminar**

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

Pre: MRKT 310

Variable

**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, MRKT 316, MRKT 317, MRKT 318, MRKT 324, and MRKT 339

Fall, Spring

**MRKT 491 (1-4) In-Service**

Topics will vary across various hands-on practical experience.

Pre: Consent

Variable

**MRKT 497 (1-9) Internship**

Individual, supervised experience in a business firm or government agency.

Taken for P/N only.

Pre: Consent

Fall, Spring

**MRKT 498 (1-3) Internship**

Individual, supervised experience in a business firm or government agency.

Taken for grade only.

Pre: Consent

Fall, Spring

**MRKT 499 (1-4) Individual Study**

Individual study of special topics.

Pre: Consent

Fall, Spring