

## MARKETING

### 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: Ann Kuzma

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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 130, 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.

#### 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.

**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 Marketing Club 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.

#### MARKETING BS

##### Required General Education

ECON 201 Principles of Macroeconomics (3)  
MATH 130 Finite Mathematics and Introductory Calculus (4)

##### Prerequisites to the Major

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

## MARKETING

### Major Common Core

FINA	362	Business Finance (3)
FINA	395	Personal Adjustment to Business (1)
IBUS	380	Principles of International Business (3)
MGMT	305	Business Ethics Fundamentals (1)
MGMT	330	Principles of Management (3)
MGMT	346	Production & Operations Management (3)
MGMT	481	Business Policy & Strategy (3)
MRKT	310	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Promotional Strategy (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	412	Professional Selling (3)
MRKT	490	Marketing Management (3)

### Major Electives

Required Electives: Choose 6 credit(s)

*Choose a minimum of two courses from the following:*

MRKT	413	Industrial Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Internet Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	491	In-Service (1-4)
MRKT	492	Study Tour (1-3)
MRKT	498	Internship (1-3)

**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 Courses for **COB Majors**: Choose 6 credit(s)

MRKT	310	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **COB Majors**: Choose 12 credit(s)

*Take four of the following courses*

MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Promotional Strategy (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	412	Professional Selling (3)
MRKT	413	Industrial Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Internet Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	492	Study Tour (1-3)

Required Courses for **Non-COB Majors**: Choose 9 credit(s)

MRKT	100	Global Business Concepts (3)
MRKT	310	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **Non-COB Majors**: Choose 9 credit(s)

*Take three of the following courses*

MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Promotional Strategy (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	412	Professional Selling (3)
MRKT	413	Industrial Marketing (3)

MRKT	415	Retailing Management (3)
MRKT	416	Internet Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	492	Study Tour (1-3)

### 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

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## MARKETING

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### **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 416 (3) Internet Marketing**

This course is an examination of the role of the internet in contemporary marketing strategy and its impact on business decision making and consumer behavior.

Pre: MRKT 310

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 492 (1-3) Study Tour**

Study tours are led by Minnesota State University, Mankato faculty and provide students with opportunities to visit companies and attend lectures by renowned experts from key sectors of economy, government, and business.

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