

## MARKETING BS AND MINOR

### Marketing

College of Business  
Department of Marketing and International Business  
150 Morris Hall • 507-389-2967  
Website: [cob.mnsu.edu/academics/marketing/](http://cob.mnsu.edu/academics/marketing/)

Chair: Ann Kuzma, Ph.D.

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It is the objective of the marketing program to advance the understanding and practice of marketing.

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, business-to-business sales, promotion, distribution, marketing research, or marketing strategy. The marketing program provides students with the comprehensive knowledge necessary to assume upper level management positions in marketing within the workforce.

**Accreditation.** The Marketing program is accredited by the Association to Advance Collegiate Schools of Business (AACSB)

#### POLICIES/INFORMATION

**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 sophomore year. Once admitted, students may choose to pursue a degree in one or more of the following 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 the Marketing Major

1. Minimum cumulative (including Transfer) Grade Point Average of 2.5.
2. Completion of the following courses with a minimum grade of "C" (2.0): IT 101, MATH 130, ACCT 200, BUS 295, ECON 201.

#### 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 2.5 or higher when starting the Marketing Minor.

**Academic Advising.** Students will initially receive their advising from the professional advisors in the College of Business Student Center. When a student applies to the College of Business (which is done during BUS 295), 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, 389-2963.

**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 major to take upper division (300/400) courses in the College of Business.

Students must be admitted to the College of Business major to be granted a Bachelor of Science degree in any College of Business majors.

**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 strongly encouraged to participate in one or more internship programs related to their field of study before graduation. Qualifying internships may receive academic credit counting towards a student's major, but are not required to be taken for credit. To receive academic credit, students must be registered during the semester the internship takes place. Registration instructions and other business internship resources can be found at: [cob.mnsu.edu/internship/](http://cob.mnsu.edu/internship/)

#### MARKETING BS

Degree completion = 120 credits

#### Required General Education

ECON 201 and MATH 130 must be completed for admission to the major.

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

#### Ethics Requirement (choose 3 credits)

PHIL 120W	Introduction to Ethics (3)
PHIL 205W	Culture, Identity, and Diversity (3)
PHIL 222W	Medical Ethics (3)
PHIL 224W	Business Ethics (3)
PHIL 226W	Environmental Ethics (3)
PHIL 240W	Law, Justice & Society (3)

#### Prerequisites to the Major

ACCT 200	Financial Accounting (3)
BUS 295	Professional Preparation for Business Careers (2)
IT 101	Introduction to Information Systems (3)

#### Major Common Core (choose 34 credits)

*Required of all College of Business Majors*

ACCT 210	Managerial Accounting (3)
BLAW 200	Legal Environment of Business (3)
ECON 202	Principles of Microeconomics (3)
ECON 207	Business Statistics (4)
FINA 362	Business Finance (3)
IBUS 380	Principles of International Business (3)
MGMT 230	Principles of Management (3)
MGMT 300	Introduction to MIS (3)
MGMT 346	Production & Operations Management (3)
MGMT 481	Business Policy & Strategy (3)
MRKT 210	Principles of Marketing (3)

#### Required for Marketing Major (choose 21 credits)

MRKT 312	Professional Selling (3)
MRKT 316	Consumer Behavior (3)
MRKT 317	Product and Pricing Strategy (3)
MRKT 318	Integrated Marketing Communications (3)
MRKT 324	Marketing Research & Analysis (3)
MRKT 339	Distribution Strategy (3)
MRKT 490	Marketing Management (3)

#### Major Unrestricted Electives (choose 6 credits)

BUS 397	IBE Practicum (3)
MRKT 413	Business-to-Business Marketing (3)
MRKT 415	Retailing Management (3)
MRKT 416	Digital Marketing (3)
MRKT 420	Sales Management (3)
MRKT 428	International Marketing (3)
MRKT 480	Seminar (3)

## MARKETING CONTINUED

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MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
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 2.5 or higher when starting the Marketing minor.

Required Courses for **COB Majors**: (choose 6 credits)

MRKT	210	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **COB Majors**: (choose 12 credits)  
(Take four of the following courses)

MRKT	312	Professional Selling (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Integrated Marketing Communications (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	413	Business-to-Business Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Digital Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
MRKT	498	Internship (3)

Required Courses for **Non-COB Majors**: (choose 9 credits)

MRKT	100	Foundations of Business Concepts (3)
MRKT	210	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **Non-COB Majors**: (choose 9 credits)  
(Take three of the following courses)

MRKT	312	Professional Selling (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Integrated Marketing Communications (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	413	Business-to-Business Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Digital Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
MRKT	498	Internship (3)

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## COURSE DESCRIPTIONS

### **BUS 100 (3) Introduction to Business and Business Careers**

This course prepares students for success by exposing them to the requirements, expectation, resources and opportunities of the College of Business. Students will have business experiences and will develop professional skills.  
Variable

### **BUS 295 (2) Professional Preparation for Business Careers**

This course is required for admission to the College of Business for all business majors. The purpose of the course is to provide students with an overview of COB majors, allow students to create an academic plan for graduation, and develop professional skills needed for future job placement. Topics include cover letter and resume writing, interviewing skills, the process of networking, the internship program, etiquette skills, and requirements for graduation.  
Fall, Spring

### **BUS 397 (3) IBE Practicum**

An applied course that entails developing, launching, managing, and closing a business with the cohort of students enrolled in the class. Students write and present a business plan as they seek financing for their start-up company. The business start-up experience creates a real-world context in which students can practice the concepts introduced in MGMT 230, MRKT 210, and FINA 362. BUS 397 is part of the United Prairie Bank Integrated Business Experience, and students must enroll concurrently in BUS 397 and sections of FINA 362, MGMT 230, and MRKT 210 that are designated for IBE students.  
Prerequisite: Must be admitted to a major.

Co-requisite: FINA 362, MGMT 230, MRKT 210

Fall, Spring

### **MRKT 100 (3) Foundations of Business Concepts**

Focuses on the basic business functions of Accounting, Finance, Management, and Marketing in global context.

Fall, Spring

GE-5

### **MRKT 210 (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 312 (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.

Prerequisite: MRKT 210

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.  
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.

Prerequisite: MRKT 210

Fall, Spring

### **MRKT 318 (3) Integrated Marketing Communications**

Integrated Marketing Communications provide an understanding of the elements of the marketing communications mix – advertising, public relations, personal selling, sales promotion and corporate sponsorship – through traditional and digital media.

Prerequisite: MRKT 210

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.

Prerequisite: MRKT 210, 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.

Prerequisite: MRKT 210

Fall, Spring

### **MRKT 398 (0) CPT: CO-Operative Experience**

Curricular Practical Training: Co-Operative Experience is a zero-credit full-time practical training experience for one summer and on adjacent fall or spring term. Special rules apply to preserve full-time student status. Please contact an advisor in your program for complete information.

Prerequisite: At least 60 credits earned; in good standing; instructor permission; co-op contract; other prerequisites may also apply.

Fall, Spring, Summer

**MRKT 413 (3) Business-to-Business 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.

Prerequisite: MRKT 210

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.

Prerequisite: MRKT 210

Variable

**MRKT 416 (3) Digital Marketing**

This course is an examination of the role of digital technology, such as the Internet and social media platforms, in contemporary marketing strategy and its impact on business decision making and consumer behavior.

Prerequisite: MRKT 210

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.

Prerequisite: MRKT 210

Variable

**MRKT 428 (3) International Marketing**

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

Prerequisite: MRKT 210 and IBUS 380

Fall

**MRKT 480 (3) Seminar**

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

Prerequisite: MRKT 210

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.

Prerequisite: MRKT 210, MRKT 316, MRKT 317, MRKT 318 and MRKT 339

Fall, Spring

**MRKT 492 (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 494 (3) Fair Trade Study Abroad in Belize**

The curriculum focuses on Fair Trade, sustainability, and international business principles. Students will spend 9 days in Belize and learn about diverse populations, engage in a service learning project, and visit businesses who produce goods that are Fair Trade certified.

Spring

Diverse Cultures - Gold

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

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

Prerequisite: MRKT 210

Fall, Spring

**MRKT 498 (3) Internship**

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

Prerequisite: MRKT 210 and Two additional 300 or 400 level marketing courses beyond MRKT 210 that are approved by the Department Internship Coordinator.

Fall, Spring

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

Individual study of special topics.

Prerequisite: Consent

Fall, Spring