

# Marketing

*College of Business*

*Department of Marketing and International Business*

150 Morris Hall • 507-389-2967

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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 math and English competencies.
6. Completion of 60 semester credits (or in progress).

## **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)

### **Required for Major (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)

### **Required for Major (Core, 37 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)

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

admittance 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 Larry Herke, 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.

**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 lease a notebook

computer from Minnesota State University, Mankato. 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 Advertising Club enables students to participate in the American Advertising Federation's National Student Advertising competition.

This is an opportunity to work on a real world situation

in a competitive atmosphere. Students will gain exposure

to advertising executives while learning about the advertising industry and their own capabilities.

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

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

Focuses on the basic business functions of Accounting,

Finance, Management, and Marketing in global context.

F, S

##### **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

##### **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

##### **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

##### **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

**324 (3) Marketing Research and 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

**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

**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

**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 S

**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 F

**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 S

**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, S

**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

**480 (3) Seminar**

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

Pre: Consent V

**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

**491 (1-3) In-Service**

Topics will vary across various hands-on practical experience.

Pre: Consent V

**497 (1-9) Internship**

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

Pre: Consent F, S

**498 (1-3) Internship**

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

Pre: Consent F, S

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

Individual study of special topics.

Pre: Consent F, S