

## 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 the College of Business.

Admission to the College of Business typically occurs at the beginning of the student's junior year. Once admitted, the student 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 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.

1. GPA: minimum 2.5
2. Credits and Courses: 33 completed credits of the 44 education Requirements; completion of the following courses: COMS 101 (COMS 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

### 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

**Advising:** Advisor assignments are made in the College of Business Advising Center. Students have a faculty advisor from their major area of interest assigned to them. Students can also seek advising assistance in the College of Business Advising Center. Questions and concerns pertaining to advising and the assignment of advisors should be directed to the College of Business Student Relations Coordinator, 151 Morris Hall, telephone: 389-2963.

**Information Technology Initiative:** Students with a major or minor in the College of Business are required to acquire a notebook computer with a standard set of applications from the Campus Computer Store at Minnesota State University. 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:** College of Business majors must complete a minimum of 64 credits outside the College of Business. ECON 201, ECON 202, ECON 207, COMS 101, MATH 112, and BED 345 are outside the College of Business.

Students who are business minors, non-business majors or those who are not seeking a four year degree may take up to 28 credits in the College of Business. Students must be admitted to a College of Business 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 University, Mankato.

Transfer students pursuing a major or minor in the College of Business must complete at least 50% of their major or minor coursework at Minnesota State University, 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 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 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.

## 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 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, 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 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 On Demand

### MRKT 480 (3) Seminar

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

Pre: Consent 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, 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 Variable

**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

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