
Marketing

In the College of Business Administration

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A Member of the AACSB International—The Association to Advance Collegiate Schools of Business.

Faculty

Emeritus: Akers, Apple, Barber, Darley, Haas, Hale, Lindgren, McFall, Settle, Vanier, Wotruba

Chair: Belch

Professors: Baker, Belch, Kartalija, Krentler, Saghafi, Sciglimpaglia, Stampfl, Tyagi

Associate Professor: Honea

Assistant Professor: Peter

Lecturers: Brooks, Olson

Offered by the Department

Master of Science degree in business administration.

Master of Business Administration.

Major in marketing with the B.S. degree in business administration.

Minor in marketing.

The Major

Marketing is defined as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.” (American Marketing Association, 1986.)

The marketing major studies how products and services are developed, priced, promoted, distributed and sold. The process requires an understanding of buyer and seller behavior within the context of the overall market environment. Added emphasis is given to the important area of global markets with their own particular nuances.

Marketing is an essential part of every business. Not-for-profit organizations also have to market their products/services, and the marketing discipline addresses the special needs of such organizations. The employment outlook for graduates in marketing continues to be very favorable in all areas, especially in sales for those who hold the bachelor’s degree. Some of the more common career opportunities for marketing graduates include:

- Sales, which is the most common source of employment for recent marketing graduates. Sales people supervise retailing operations in large department stores, serve as sales representatives for manufacturers and wholesalers, and sell a variety of services and equipment;
- Market research specialists collect, analyze, and interpret data to determine potential sales of a product or a service. They organize and supervise surveys, study the results by using statistical tests, and prepare reports with recommendations for management;
- Product specialist/managers plan and coordinate the marketing functions specific to particular product(s)/brands;
- Physical distribution specialists are responsible for the warehousing of products, the packing of shipments, and the delivery of orders to retailers or consumers;
- Purchasing specialists, commonly known as buyers, acquire the materials and the services that are essential to the operation of a business or organization.

Students who choose the specialization in Integrated Marketing Communications prepare for careers as:

- Advertising and promotion specialists, such as copywriters, who assemble information on products and services, study the characteristics of potential consumers, and prepare written materials to attract attention and stimulate interest among customers;
- Advertising managers, who supervise the promotional activities of retailers, wholesalers, or manufacturers;

- Account executives, who represent advertising agencies in negotiating contracts with clients for advertising services, offer advice in problem areas, and serve as troubleshooters in disputes between clients and the agency;
- Media directors, who coordinate the purchasing of space in newspapers and magazines and arrange for commercials on radio and television;
- Production managers, who supervise the work of copywriters, artists, and other members of an advertising team.

Business Honors Program

The Business Honors Program offers excellent upper division business students the opportunity to explore issues in our local, regional, and global business environments focusing on the social and ethical responsibility that business has to the community and society. Honors students will enroll in a one unit business honors seminar each semester. During their enrollment they will participate in activities to promote their academic and personal growth, documenting their work in a written portfolio.

Generally, students should apply to this program at the time of application to upper division business. Applicants must submit an essay with their application. Applicants must have a 3.6 cumulative GPA or good standing in the University Honors Program. Students not meeting these requirements may petition for admission to the program. Successful completion of the Business Honors Program will be recognized at graduation. Contact Dr. Carol Venable, School of Accountancy, for more information about this program.

MKTG

Statement on Computers

Before enrolling in upper division courses in the College of Business Administration, students must be competent in the operation of personal computers, including word processing and spreadsheets. Business students are strongly encouraged to have their own computers capable of running word processing, spreadsheet, presentation, e-mail, and Internet applications such as those found in packages sold by major software publishers. Availability of on-campus computing resources can be limited due to increasing demand across the university.

Retention Policy

The College of Business Administration expects that upper division students will make reasonable academic progress towards the degree. Students earning less than a 2.0 average in their major GPA for two consecutive semesters will be removed from business and placed in undeclared.

Transfer Credit

Lower Division: Courses clearly equivalent in scope and content to San Diego State University courses required for minors or as preparation for all business majors will be accepted from regionally accredited United States institutions and from foreign institutions recognized by San Diego State University and the College of Business Administration.

Upper Division: It is the policy of the San Diego State University College of Business Administration to accept *upper division transfer credits* where (a) the course content, requirements, and level are equivalent to San Diego State University courses and (b) where the course was taught in an AACSB International—The Association to Advance Collegiate Schools of Business accredited program. Exceptions require thorough documentation evidencing the above standards.

Impacted Programs

The majors in the Department of Marketing are impacted. Before enrolling in any upper division courses in business administration, students must advance to an upper division business major and obtain a business major code. To be admitted to an upper division business major (accounting, finance, financial services, real estate, information systems, management, or marketing), students must meet the following criteria:

- Complete with a grade of C or higher: Accountancy 201 and 202; Finance 240; Information and Decision Systems 180 and 290 (290 is not required for the accounting major); Economics 101 and 102; Mathematics 120 (or other approved calculus course); and either Statistics 119 or Economics 201. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete a minimum of 60 transferable semester units;
- Have a cumulative GPA of 2.9.

Students who meet all requirements except the GPA may request to be placed on the waiting list. While all spaces are usually filled by eligible students, if there is room in the program after all the fully-qualified students have been accommodated, students will be admitted from the waiting list in GPA order. Contact the Business Advising Center (EBA-448), 619-594-5828, for more information.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs Web site was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

Marketing Major

**With the B.S. Degree in Business Administration
(Major Code: 05091)**

A minor is not required with this major.

Preparation for the Major. Accountancy 201, 202; Economics 101, 102; Finance 240; Information and Decision Systems 180, 290; Mathematics 120 (or other approved calculus course); and Economics 201 or Statistics 119. (27-29 units)

These prerequisite courses may not be taken Cr/NC; the minimum grade in each class is C. **Additional progress requirements must be met before a student is admitted to an upper division major.**

Graduation Writing Assessment Requirement. Passing the Writing Proficiency Assessment with a score of 10 or above or completing one of the approved upper division writing courses (W) with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. Students may elect to major in general marketing or to complete the marketing major with a specialization in integrated marketing communications.

General Marketing

Forty-seven upper division units consisting of Marketing 370, 371, 470, 479; Business Administration 300; Finance 323; Information and Decision Systems 301, 302; Management 350; Business Administration 404 or Management 405; 16 units selected from Marketing 372, 373, 376, 377, 472, 473, 474, 475, 476, 477. A "C" (2.0) average is required in the courses stipulated here for the major. A minimum of 60

units of coursework applicable to the bachelor's degree must be completed outside the areas of business administration, economics, and statistics.

Specialization in Integrated Marketing Communications

Forty-seven to 48 upper division units consisting of Marketing 370, 371, 373, 470, 472; Business Administration 300; Finance 323; Information and Decision Systems 301, 302; Management 350; Business Administration 404 or Management 405; 12-13 units selected from Journalism and Media Studies* 375, 408, 440, 460, 461^{#@}, 480, 560[#], 565^{^#%}, 574[^], 596[#]; Marketing 476; Psychology 340, 380; Sociology 335. A "C" (2.0) average is required in the courses stipulated here for the major. A minimum of 60 units of coursework applicable to the bachelor's degree must be completed outside the areas of business administration, economics, and statistics. This specialization meets this requirement.

* Upper division standing required for all Journalism and Media Studies courses listed.

[^] Additional prerequisites waived for this course.

[#] Integrated Marketing Communications students may add this course on a space-available basis during the add period with consent of instructor.

[@] Journalism and Media Studies 310W prerequisite waived for this course.

[%] Integrated Marketing Communications students are required to have completed Marketing 470 as a prerequisite to this course.

Marketing Minor

The minor in marketing consists of a minimum of 20 units, of which 12 units must be in upper division courses, to include Marketing 370; Accountancy 201; Economics 102; and 11 to 12 units selected from Information and Decision Systems 301, Marketing 371, 372, 373, 376, 377, 470, 472, 473, 474, 476.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed in residence at San Diego State University. Students with a major in the College of Business Administration, Hospitality and Tourism Management, or International Business may not complete a minor in the College of Business Administration.

Students must officially declare the minor before taking any upper division business courses. **Students must meet the prerequisites for the minor in effect at the time that they declare the minor.** The current prerequisites for admission to the marketing minor include completion of the following courses with a grade of C or better: Economics 101, 102, and a three unit course in statistics (Statistics 119 is recommended); completion of the General Education requirements in Communication and Critical Thinking; completion of an additional nine units in the department of the student's major, including at least six units of upper division courses. Students must also meet the GPA requirement in effect at the time that they declare the minor. Contact the Business Advising Center (EBA-448) for admissions criteria and procedures.

SanMediterranée Dual Degree

SanMediterranée is a transnational dual degree program between San Diego State University and Euromed Marseille, School of Management. Students may enter the program at either of the two schools and must spend a minimum of one year of study each in the U.S. and in France.

Participants in the SanMediterranée program are enrolled in the marketing major in the College of Business Administration at San Diego State University and the international business major at Euromed Marseille.

Students must meet with the study abroad program adviser in the Business Advising Center (EBA 448) to receive approval and appropriate advising before beginning the program.

Upon completion of the program, successful participants earn both the Bachelor of Science degree in business administration with an emphasis in marketing from SDSU and the Bachelor of International Business from Euromed Marseille.

Courses (MKTG)

Refer to *Curricula and Courses and University Policies* sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

UPPER DIVISION COURSES (Intended for Undergraduates)

MKTG 370. Marketing (3)

Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisite required:** Change of major form or other evidence of acceptable major code. Marketing majors must complete this course with a minimum grade of C (2.0).

Function of marketing in the organization and in society. Topics include market analysis and consumer behavior, product planning, pricing, promotion, distribution, and international marketing.

MKTG 371. Consumer and Buyer Behavior (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Psychological, social and cultural aspects of consumers and organizational buyers to understand their needs, wants, preferences, and behaviors. Identify market segments, develop targeted marketing strategies and programs.

MKTG 372. Retail Marketing Methods (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0) **Proof of completion of prerequisite required:** Copy of transcript.

Retail store and direct retail marketing organization, site location, personnel, promotion, purchasing, merchandising, inventory, and control methods.

MKTG 373. Integrated Marketing Communications (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Communication and promotion theory; emphasis on integration of various marketing communications tools including advertising, personal selling, media strategy and tactics, public relations, and publicity strategy, methods, measurement, and ethics.

MKTG 376. Global Marketing Strategy (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

International marketing and trade principles; comparative analysis of economic, political, legal, and sociocultural systems; global market segmentation and market entry strategies, international pricing decisions, distribution systems, advertising, public relations, and promotion strategies; product standardization vs. localization.

MKTG 377. Selling Strategy and Practices (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Selling strategy and practices as an integral part of the total marketing system, including territory management, consultative selling, negotiation, and system selling.

MKTG 470. Marketing Research (4)

Prerequisites: Completion of lower division courses in the major or minor. A minimum grade of C (2.0) in Information and Decision Systems 301 and Marketing 370. **Proof of completion of prerequisites required:** Copy of transcript.

Marketing research process; research design, instrument development, measurement and scaling, sampling, primary and secondary data analysis, and research reporting for marketing decisions.

MKTG 472. Advanced Integrated Marketing Communications (4)

Prerequisites: Marketing 373 with minimum grade of C; Marketing 371 and 470 with minimum grade of C or an average of 2.0 in both courses. **Proof of completion of prerequisites required:** Copy of transcript.

Management of marketing communications function with emphasis on integration and coordination of all activities. Planning, implementation, and coordination of marketing communications activities. Development, implementation, and program evaluation of an integrated marketing communications project.

MKTG 473. Sales Management (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Management of recruitment, training, motivation, and compensation of a sales force, and evaluation, control, and organization of sales personnel.

MKTG 474. Business Marketing (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Marketing practices and strategy designed for organizational customers; focuses on purchasing practices of organizational customers and development of marketing mixes for private, commercial, institutional, and governmental markets, both domestic and global.

MKTG 475. Global Marketing Applications (4)

Prerequisite: Marketing 376 with a minimum grade of C (2.0).

Applying global marketing concepts to conduct detailed market analysis through collecting demographic, cultural, political, legal, economic, financial data; developing international marketing plan focused on one world region for company with international entry, global marketing strategy issues. Region of focus varies.

MKTG 476. Internet/Interactive Marketing (4)

Prerequisite: Marketing 370 with a minimum grade of C (2.0). **Proof of completion of prerequisite required:** Copy of transcript.

Marketing and communication in digital networked environments. Intersection of business issues, marketing programs, and interactive technology. Web site design and evaluation, e-commerce, online customer experience, search engine optimization, personalization, online advertising and mobile marketing.

MKTG 477. Marketing Consulting for Small Business (4)

Prerequisites: Marketing 370 with a minimum grade of C, senior standing, and consent of instructor.

Marketing planning and program development for small entrepreneurial business. Consulting with small business clients on marketing strategy and implementation including marketing research, market segmentation, target marketing, advertising and promotion, pricing, marketing planning and program evaluation.

MKTG 479. Strategic Marketing Management (4)

Prerequisites: Marketing 371 and 470 with a minimum grade of C (2.0) or an average of 2.0 in both courses. Completion of lower division courses required in the major or minor. **Proof of completion of prerequisites required:** Copy of transcript.

Strategic planning, integration, management, and control of the marketing functions and mix; applying decision techniques for marketing problem solution.

MKTG 496. Selected Topics in Marketing (1-4)

Prerequisite: Consent of department chair.

Selected areas of concern in marketing. See *Class Schedule* for specific content. May be repeated with new content with consent of department chair. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit six units.

MKTG 498. Investigation and Report (1-3)

Prerequisites: Senior standing and consent of instructor.

A comprehensive and original study of a problem connected with marketing under the direction of one or more members of the marketing staff. May be repeated with new content. Maximum credit six units.

MKTG 499. Special Study (1-3)

Prerequisite: Consent of instructor.

Individual study. Maximum credit six units.

GRADUATE COURSES Refer to the *Graduate Bulletin*.

MKTG