

# Marketing

In the College of Business Administration

**OFFICE: Student Services 3356**  
**TELEPHONE: (619) 594-5317**  
**FAX: (619) 594-3272**

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

Associate Professor: Baker

Assistant Professors: Aistrich, Appleton-Knapp, Honea, Russell

## 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.

## 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 classes for two or more semesters may be removed from the upper division major and required to declare a non-business major.

## 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 the upper division marketing major, 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; 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 and SDSU GPA of 2.90;
- Students who meet all requirements except the GPA may request to be placed on the waiting list. Students on the waiting list will be admitted on space-availability basis only. Contact the Business Advising Center (BA-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 SDSU (assuming continuous enrollment).

### 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.** Completing one of the approved upper division writing courses (W) with a grade of C (2.0) or better or passing the Writing Proficiency Assessment with a score of 10 or above.

**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, 470L, 479; 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. 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. A maximum of six lower division units in principles of accounting courses may be used to satisfy degree requirements.

#### Specialization in Integrated Marketing Communications

Forty-seven to forty-eight upper division units consisting of Marketing 370, 371, 373, 470, 470L, 472; Finance 323; Information and Decision Systems 301, 302; Management 350; Business Administration 404 or Management 405; 12-13 units selected from Communication 440, 460, 480, 500\*, 560\*; Marketing 476. 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. A maximum of six lower division units in principles of accounting courses may be used to satisfy degree requirements.

\* Additional prerequisites waived for these courses.

### 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 13 units selected from Information and Decision Systems 301, Marketing 371, 372, 373, 376, 377, 470 and 470L, 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 (BA-448) for admissions criteria and procedures.

### Courses (MKTG)

#### UPPER DIVISION COURSES (Intended for Undergraduates)

#### MKTG 370. Marketing (3) I, II

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) I, II

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

Personal, social, and cultural factors that distinguish identifiable market segments and influence buyers' and consumers' responses to marketing programs.

#### MKTG 372. Retail Marketing Methods (4) I, II

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) I, II

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 economic and sociocultural systems; entry, counter-trading, transfer pricing, and promotion.

**MKTG 377. Selling Strategy and Practices (4) I, II**

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) I, II**

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. Concurrent registration in Marketing 470L.

Methods of information generation and interpretation for marketing decisions; research design, data sources and collection, analysis and reporting techniques.

**MKTG 470L. Marketing Research Laboratory (1) Cr/NC**

Two hours of laboratory.

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. Concurrent registration in Marketing 470.

Computer practicum. Use of SPSS computer programs for analysis of marketing research survey and experimental data.

**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) I, II**

Prerequisite: Marketing 370 with a minimum grade of C (2.0).

**Proof of completion of prerequisite required:** Copy of transcript.

Sales force organization, recruitment, selection, training, compensation, evaluation, and control; sales analysis, costs, budgets, and quotas; coordination with personal selling.

**MKTG 474. Business Marketing (4) I, II**

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) I, II**

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. Marketing, Computers, and the Internet (4) I, II**

Prerequisite: Marketing 370 with a minimum grade of C (2.0).

**Proof of completion of prerequisite required:** Copy of transcript.

Applications of personal computers, information technology, and Internet in business and marketing. Topics include use of computerized reference sources, the world wide web, webpage design, marketing and business on the Internet, desktop publishing and computer databases.

**MKTG 479. Strategic Marketing Management (4) I, II**

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) I, II**

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) I, II**

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) I, II**

Prerequisite: Consent of instructor.

Individual study. Maximum credit six units.

**GRADUATE COURSES**

Refer to Bulletin of the Graduate Division.