
Marketing

In the College of Business Administration

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Faculty

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William E. Baker, Ph.D., Associate Professor of Marketing
Heather L. Honea, Ph.D., Assistant Professor of Marketing
Cristel A. Russell, Ph.D., Assistant Professor of Marketing

Courses Acceptable on Master's Degree Programs in Business Administration (MKTG)

GRADUATE COURSES

696. Seminar in Selected Topics (3)

Intensive study in specific areas of marketing. May be repeated with new content. See Class Schedule for specific content. Maximum credit six units applicable to a master's degree. Maximum combined credit of six units of 596 and 696 applicable to a 30-unit master's degree. (Formerly numbered Marketing 795.)

701. Seminar in Marketing Planning and Programs (3)

Prerequisite: Business Administration 655.

Analysis and planning of marketing programs. Emphasis on quantitative assessment, market measurement and forecasting, budgeting, organization and development of marketing strategy. Integration of marketing programs concerning product plans, pricing, promotion and distribution.

760. Seminar in Consumer Behavior (3)

Prerequisite: Business Administration 655.

The study of consumer behavior in relation to marketing strategy and the changing environment of business.

761. Product Innovation Management (3)

Prerequisite: Business Administration 655.

New product development and issues related to overall management of product innovation in context of entrepreneurial opportunity, start-up ventures and existing organizations. Focus on planning, design, and implementation of marketing strategy.

762. Seminar in Integrated Marketing Communication (3)

Prerequisite: Business Administration 655.

Theory and application of integrated marketing communication to advertising, promotions, public relations/publicity, personal selling and direct marketing (including Internet).

763. Seminar in Sales Management (3)

Prerequisite: Business Administration 655.

Sales management and personal selling decisions and strategies in business organizations.

765. Seminar in Marketing and Public Policy (3)

Prerequisite: Business Administration 655.

Relationship between marketing activities of business organizations and concerns or problems these activities generate from standpoint of public policy and public interest.

766. Seminar in Marketing Research (3)

Prerequisite: Business Administration 655.

Application of statistical and mathematical methods to market problems, consumer research, and product analysis.

767. Seminar in Business Marketing Management (3)

Prerequisite: Business Administration 655.

Management of marketing decisions particular to organizational customers and prospects. Emphasizes marketing to private, commercial, institutional, and governmental customers in both domestic and global markets.

768. Seminar in Internet Marketing and E-Business (3)

Prerequisite: Business Administration 655.

Theory and application of marketing utilizing the Internet and associated issues of electronic commerce.

769. Seminar in International Marketing (3)

Prerequisite: Business Administration 655.

The impact of cultural, social, political, economic, and other environmental variables on international marketing systems and the decision-making process of multinational marketing operations.

779. Advanced Marketing Strategy (3)

Prerequisites: Business Administration 655 and advancement to candidacy.

Development, implementation and evaluation of marketing strategy and planning. Role of marketing planning in overall corporate strategic planning process. Use of contemporary techniques and models in strategic planning process.

790. Directed Readings in Marketing (3) Cr/NC

Prerequisite: Advancement to candidacy.

Preparation for the comprehensive examination for those students in the MSBA program under Plan B.

797. Research (3) Cr/NC/RP

Prerequisite: Advancement to candidacy.

Research in the area of marketing. Maximum credit six units applicable to a master's degree.

798. Special Study (1-3) Cr/NC/RP

Prerequisite: Consent of staff; to be arranged with department chair and instructor.

Individual study. Maximum credit six units applicable to a master's degree.
