
MARKETING

Courses (MKTG)

Refer to Curricula and Courses and University Policies sections of this bulletin 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) I

Prerequisite: Approved upper division business major, business minor, or another major approved by the College of Business Administration. **Proof of completion of prerequisite required:** Copy of transcript. 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

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 376. Global Marketing Strategy (4) II

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

International marketing and trade principles; comparative economic and sociocultural systems; entry, counter-trading, transfer pricing, and promotion.

MKTG 442. Marketing of Agricultural Products (3) (Offered only at IVC)

Prerequisite: Marketing 370.

Traditional marketing functions as applied to agricultural projects. Movement of agricultural commodities from farmer to consumer. Buying, selling, transportation, pricing, and storage.

MKTG 476. Marketing, Computers, and the Internet (4)

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 499. Special Study (1-3)

Prerequisite: Consent of instructor.
Individual study. Maximum credit six units.

GRADUATE COURSE

MKTG 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.
