

# Marketing

College of Business and Economics

**Chair: Mary T. Curren**

**Department of Marketing**

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## Degree Programs

**B.S., Marketing**

**Minor in Marketing**

## Mission

Our mission is to blend education and research and thus distinguish ourselves in the community we serve as a unique resource to teach and advance the application of marketing knowledge, theory, and skills, with which to facilitate linkages between organizations and customers. By effectively educating our diverse student population to high standards of performance, we prepare them to become productive leaders. Our faculty strives to extend the frontiers of knowledge in the marketing discipline by research and application of our research findings to the business community.

## The Major

Marketing is an extremely broad field encompassing a range of business activities that have been estimated to account for approximately 45% of gross national product. It involves such matters as the search for new product opportunities, product development and management, distribution, advertising and promotion, sales, sales management, and post-sale activities. People employed in advertising (agencies, clients, broadcast and print media), research firms, wholesalers, retailers, logistics and transportation firms of every kind are part of the marketing segment of our economy.

Every firm, whether it is a manufacturer, retailer, wholesaler or service provider, needs marketing people to discover, measure, and analyze markets; develop and manage products and services; manage storage and distribution, and create and manage advertising, promotion, and sales; establish coherent pricing policies; and maintain positive customer relations.

The Marketing degree gives our students the opportunity to gain quantitative and qualitative skills in the field. Moreover, there is sufficient flexibility in our program to allow our students to seek additional courses to fit their needs and interests in areas outside of marketing.

## Careers

The Marketing degree prepares our students for careers in a wide variety of fields. These include Advertising, International Marketing, Marketing Management, Marketing Research, Retailing, and Sales Management.

## Student Learning Outcomes of the Undergraduate Program

In recognition of its responsibility to support the programs at the College of Business and Economics, the goal of marketing department faculty is to measurably enhance students' skills and abilities in the area of:

1. problem solving and critical thinking
2. written and oral communication
3. the application of information and research technology
4. long range strategic planning and implementation
5. tactical marketing and/or supply chain management expertise

Our mission is accomplished not only by teaching and research efforts, but also through faculty guidance and community involvement activities including: the Wells Fargo Center for Small Business and Entrepreneurship and its Small Business Institute, and other partnerships with the community; continuous encouragement and sponsorship of marketing internships for students; continuous involvement with the College of Business and Economics' chapter of the American Marketing Association; and continuous enhancement of the Marketing Laboratory, which gives students and other constituents access to education and training in the use of cutting edge information research technology.

## Academic Advisement

All Lower Division program advisement is through the college COBAE SSC/EOP in JH 2113. Upon completion of BUS 302 and BUS 302L, students are encouraged to seek advisement through faculty mentors from the department of their major.

## Business Majors

A Business Major is any student majoring in Accountancy; Finance; Information Systems; Management; Marketing; or Business Administration with an option in either Business Law, Financial Services, Global Supply Chain Management, Real Estate, or Systems and Operations Management. All Business Majors share 27 units of Common Lower Division courses and 19 units of Common Upper Division courses.

## Special Grade Requirements

Transfer students should be aware that no grade lower than a "C" will be accepted upon transfer from another institution to satisfy College of Business and Economics requirements.

## Residency Requirement

At least 50 percent of the business and economics course credit units and 50 percent of the specialized major credit units required for the Bachelor of Science degrees in Accountancy, Business Administration, Finance, Information Systems, Management, Marketing, and the Bachelor of Arts degree in Economics must be completed in residence at California State University, Northridge.

## Requirements for the Bachelor of Science Degree in Marketing

Check course descriptions for prerequisite courses. Prerequisites must be completed prior to enrolling in each course.

### 1. Common Lower Division Business Core (27 Units)

COMP	100	Computers: Their Impact and Use (3)
ENGL	205	Business Communication in its Rhetorical Contexts (3)
ECON	160	Principles of Microeconomics (3)
ECON	161	Principles of Macroeconomics (3)
MATH	103 <sup>1</sup>	Mathematical Methods for Business (3)
SOM	120 <sup>2</sup>	Basic Business Statistics (3)
ACCT	220	Introduction to Financial Accounting (3)

ACCT	230	Introduction to Managerial Accounting (3)
BLAW	280	Business Law I (3)

<sup>1</sup>MATH 103 or a higher level mathematics course must be completed with a grade of "C" or better.

<sup>2</sup>The 4-unit MATH 140 course also satisfies this requirement.

### 2. Common Upper Division Business Core (19 Units)

BUS	302	Gateway Experience (3)
BUS	302L	Gateway Experience Laboratory (1)
FIN	303	Financial Management (3)
MGT	360	Management and Organizational Behavior (3)
MKT	304	Marketing Management (3)
SOM	306	Operations Management (3)
BUS	497	Capstone (3)

### 3. Required Courses For Marketing Major (9 Units)

MKT	346	Marketing Research (3)
MKT	348	Consumer Behavior (3)
MKT	449	Marketing Management Seminar (3)

### 4. Elective Courses For Marketing Major (6 Units)

Select 6 units from the Marketing Electives below OR select 3 units from the Marketing Electives and 3 units from the Cross-discipline Electives listed below.

#### Marketing Electives

MKT	440	Integrated Marketing Communications (3)
MKT	441	Sales Management (3)
SCM/MKT	442	Business to Business Marketing (3)
MKT	443	Retail Management (3)
MKT	445	International Marketing Management (3)
SCM/MKT	447	Logistics and Transportation Management (3)
MKT	448	Internet Marketing (3)
BUS	491 <sup>3</sup>	Small Business Consulting (3)

#### Cross-discipline Electives

ACCT	470	Strategic Cost and Profit Management (3)
BLAW	430	Marketing Law (3)
BLAW	450	Intellectual Property Law (3)
ECON	309	The Use and Interpretation of Economic Data (3)
ECON	307	Economics for Marketing Professionals (3)

### 5. Experiential Requirement (3 Units)

Select 3 units from the following courses to fulfill the Experiential requirement for the Marketing Major. Alternatively, students may fulfill this requirement through active participation in approved regional and national competitions supervised by faculty. These competitions include the annual American Advertising Federation Collegiate Competition and the California Collegiate Sales Competition.

BUS	491 <sup>3</sup>	Small Business Consulting (3)
BUS	480	Research on the SFV (3)
MKT	498	Internships and Field Studies (3)

**General Education.** Of the 48 units of the General Education requirement, 13 units are satisfied by the following courses: Math 103 satisfies 3 units of the Basic Skills mathematics requirement; Econ 160 and Econ 161 satisfy 6 units of Social Sciences; BLAW 280 satisfies 3 units of Lifelong Learning; and COMP 100 satisfies one additional unit.

The Department of Marketing strongly recommends that its majors select one of the courses from each category below when fulfilling their GE Requirements.

#### Social, Cultural, Behavioral Science Foundations

PSY	150 <sup>4</sup>	Principles of Human Behavior (3)
SOC	305 <sup>4</sup>	Culture and Personality (3)
SOC	307 <sup>4</sup>	Ethnic Diversity in America (3)

### Technological and Natural Environment Foundations

GEOG	101 <sup>4</sup>	The Physical Environment (3)
GEOG	206 <sup>4</sup>	Introduction to Geographic Information Systems (2/1)
GEOG	366 <sup>4</sup>	Geography of Environmental Hazards (3)
GEOL	130 <sup>4</sup>	Physical Geology (3)
GEOL	300 <sup>4</sup>	Environmental Geology (3)
URBS	310 <sup>4</sup>	Growth and Development of Cities (3)

<sup>3</sup> Senior Standing with a 3.0 GPA, others will be considered with recommendation.

<sup>4</sup> Courses that are also GE.

Total Units in the Major	64
General Education Units	32-35
Additional Units	21-24
<b>Total Units Required for the Degree</b>	<b>120</b>

### Minor in Marketing

The Marketing Minor allows non-marketing majors the opportunity to pursue secondary interests in marketing. This minor is not available to marketing majors.

#### 1. Required Courses (18 Units)

ECON	160 <sup>1</sup>	Principles of Microeconomics (3)
	or ECON 300 <sup>1</sup>	Economic Principles and Problems (3)
MKT	100 <sup>1</sup>	Conceptual Foundations of American Enterprise (3)
MKT	304	Marketing Management (3)
MKT	348	Consumer Behavior (3)

#### Select 6 units from the following:

ACCT	470	Strategic Cost and Profit Management (3)
BLAW	430	Marketing Law (3)
BUS	480	Research on the SFV (3)
BUS	491 <sup>2</sup>	Small Business Consulting (3)
ECON	307 <sup>1</sup>	Economics for Marketing Professionals
ECON	309	The Use and Interpretation of Data
MKT	346	Marketing Research (3)
MKT	440	Integrated Marketing Communications (3)
MKT	441	Sales Management (3)
MKT/SCM	442	Business to Business Marketing (3)
MKT	443	Retail Management (3)
MKT	445	International Marketing Management (3)
MKT/SCM	447	Logistics and Transportation Management (3)
MKT	448	Internet Marketing (3)

Alternatively, a marketing minor may substitute one non-marketing lower or upper division three-unit course for an elective with approval of the Marketing Department Chair.

<sup>1</sup> Courses that are also GE. ECON 160 or 300 and ECON 360 satisfy six units of the Social Sciences requirement. MKT 100 satisfies three units of the Lifelong Learning requirement.

<sup>2</sup> Senior Standing with a 3.0 GPA, others will be considered.

Total Units in the Minor	18
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### Course List

#### MKT 100. Conceptual Foundations of American Enterprise (3)

For non-Business majors only. Designed to provide an introduction to the American enterprise system, its economic foundation, and basic concepts of business organization and the nature of business activity. (Available for General Education, Lifelong Learning)

**MKT 304. Marketing Management (3)**

*Prerequisites:* Either 1) ECON 160 or 300 and a college-level statistics course or 2) ECON 160 or 300 and MKT 100. BUS 302 and 302L are colprerequisites for Business majors. All Marketing majors must attain a grade of "C" or higher in MKT 304. Introduction to marketing management's role in an organization's business strategy. Topics include marketing management strategy, implementation, and control; customer satisfaction and consumer behavior; product development; pricing strategy; marketing communications and promotion; distribution; international marketing; and marketing environment, laws, and ethics. To enhance critical thinking, communication skills, and leadership skills, the course work normally includes such elements as classroom discussion, case analyses, computer simulations and experiential exercises, and written and oral presentations.

**MKT 346. Marketing Research (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher), a college level statistics course, or consent of instructor. BUS 302 and 302L are prerequisites for Business majors. Use of scientific methods in the formulation and solution of marketing management problems. Emphasis is on the use of marketing research as an adjunct to marketing strategy and policy formulation and on extensive application of statistical techniques and decision-theory concepts to primary and secondary data collection and interpretation.

**MKT 348. Consumer Behavior (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher) or consent of instructor. BUS 302 and 302L are prerequisites for Business majors. Comprehensive study of behavioral models and concepts to help understand, evaluate, and predict consumer behavior in terms of marketing implications. Determinants of consumer behavior are explored to gain understanding of the complex forces as they affect the marketplace. Emphasis is upon understanding the processes that influence the acquisition, consumption, and disposition of private and public sector goods and services.

**MKT 440. Integrated Marketing Communications (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher). Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Overview of marketing communications including advertising and sales promotion. Behavioral, legal, economic, and institutional aspects, as well as decision models applied to selected areas of promotion.

**MKT 441. Sales Management (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher) or consent of instructor. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Activities and organization of the sales department. Methods employed by sales managers in selecting, training, and supervising salespeople; selling methods, materials, and campaigns; distribution channels and territories; pricing, budgets, controls, and sales research. Lectures, cases, discussions, guest speakers.

**MKT/SCM 442. Business to Business Marketing (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher) or consent of instructor. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Analysis of the marketing structure for industrial products, including raw materials, installations, operating supplies, accessory equipment, and fabricating materials. Buying motives and buying habits for industrial goods, major trade channels, research, pricing, advertising, and legal aspects. The purchasing function. Buying by governmental agencies. Governmental regulation. (Crosslisted with SCM 442)

**MKT 443. Retail Management (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher) or consent of instructor. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Retailing methods from the standpoint of the owner and manager. Buying planned stocks, inventory control, markup, accounting for stock control, pricing, style merchandising, and advertising. Emphasis on problems of retail management, including departmentation, personnel control, supervisory training, store layout, and store location.

**MKT 445. International Marketing Management (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher); senior standing. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Study of international marketing conditions and constant changes. Topics include foreign market research; trade promotion; political, legal, economic, and cultural environments; product and service adaptability; and multinational competition.

**MKT/SCM 447. Logistics and Transportation Management (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher); Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Introduction to the management of firms that market transportation services; the managerial implications of the legal, economic, and social environment. (Crosslisted with SCM 447)

**MKT 448. Internet Marketing (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher) or consent of instructor. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Introduces the student to the principles of internet marketing. Focuses on the use of internet technologies as they have come to be used for the marketing, selling, and distribution of goods and services. The course makes use of lectures, readings, cases, guest speakers, and student projects.

**MKT 449. Marketing Management Seminar (3)**

*Prerequisites:* MKT 304 (Marketing majors must attain a grade of "C" or higher), either MKT 346 or 348 and 2nd semester senior standing. Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Major in business or economics. Advanced case approach to marketing management decisions. Emphasis on developing marketing in response to variations in the competitive economic environment.

**MKT 496A-Z. Experimental Course-Marketing (3)**

*Prerequisites:* Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. Course content to be determined. (See subtitles in appropriate schedule of classes)

**MKT 498A-C. Field Assignments and Reports-Marketing (1-3)**

*Prerequisites:* Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302, 302L and MKT 304 (Marketing majors must attain a grade of "C" or higher) are prerequisites for Business majors. Individual study pertaining to present or future career. Consultation with instructor to determine program that includes field assignments and reports. A maximum of 12 units may be earned by combining Field Assignments and Reports (MKT 498) and Independent Study (MKT 499). An Academic Internship course. (Credit/No Credit Only)

**MKT 499. Independent Study-Marketing (1-3)**

*Prerequisites:* Consent of department chair and consent of an instructor to act as sponsor. MKT 304 (Marketing majors must attain a grade of "C" or higher). Upper Division Writing Proficiency Exam (UDWPE) score of 8 or higher. BUS 302 and 302L are prerequisites for Business majors. In order to do an Independent Study assignment in the College of Business and Economics, students must have at least a 3.0 overall grade point average, a 3.0 grade point average in all major courses, and a 3.0 grade point average in option courses. Students who do not meet these grade point requirements will not receive credit for MKT 499.

Admission is based on evidence of ability to pursue Independent Study in depth and on approval of a project submitted at the time of registration. Regular progress meetings and reports are required throughout the semester. Completion of the project is required before credit may be received. Enrollment in Independent Study is not allowed for the purpose of substitution for an existing course.

A maximum of six units of Independent Study (MKT 499) may be earned in the College of Business and Economics. Further, a maximum of 12 units may be earned by combining Field Assignments and Reports (MKT 498) and Independent Study (MKT 499).

**Graduate**

Graduate courses are open only to selected classified and conditionally classified graduate students. To determine their eligibility for enrollment, students majoring in areas other than business must consult with the Director of Graduate Programs of the College of Business and Economics.

**MKT 640. Marketing Management (3)**

*Prerequisites:* ECON 500, and SOM 591 or equivalent. Advanced approach to marketing policy. Analysis of problems in marketing management. Emphasis on development of competence in adjusting marketing policies to changes in the general economic, competitive, and social climate.

**MKT 641. Seminar in International Marketing (3)**

*Prerequisite:* MKT 640. Case studies in global marketing. International market assessment, methods of market entry, international market segmentation and development, global sourcing and distribution policy; global pricing, product and communications policy. Analysis of published cases and development of an original research project.

**MKT 642. Seminar in Marketing Communications and Market Stimulation (3)**

*Prerequisite:* MKT 640. Methods of research and theory in market stimulation and mass communications. Particular emphasis on attitude change and the factors affecting the processing of information.

**MKT 643. Seminar in Product Development and Management (3)**

*Prerequisite:* MKT 640. Current research pertaining to generating, analyzing, planning and controlling the organization's existing and new product efforts. Portfolio analysis, planning and development systems, and positioning and deletion decisions.

**MKT 644. Seminar in Consumer Behavior (3)**

*Prerequisite:* MKT 640. Study of recent contributions from the behavioral sciences that provide insight into consumer motivation and consumption behavior. Emphasis is on psychological and sociological models and current research from the literature.

**MKT 645. Seminar in Promotional Planning (3)**

*Prerequisite:* MKT 640. Case studies in the executive determination of promotional strategy, program planning, coordination, and administration; issues in the optimal allocation of promotional resources and measurement of effectiveness. Special problems of ethics and government regulation.

**MKT 646. Seminar in Pricing Strategy and Policy (3)**

*Prerequisites:* MKT 640. Analysis of the issues underlying price decisions: economic, political, social, and competitive. Price/quality relationships. Price forecasting. New product pricing and related problems through the product life cycle. Product line pricing. Stochastic bidding models. Antitrust considerations.

**MKT 647. Marketing Research Seminar (3)**

*Prerequisites:* MKT 640, SOM 591, or equivalent. The application of marketing research techniques to business problems. Emphasis is on research design, questionnaire development, data collection techniques, and univariate and multivariate statistics.

**MKT 648. Seminar in Analytic Models of Market Behavior (3)**

*Prerequisite:* MKT 640. Examination of quantitative and behavioral models and recent mathematical developments pertaining to brand switching, new product introduction, distribution and channel structure, media selection and advertising response models and simulation of marketing processes.

**MKT 649. Seminar in Marketing Strategy and Policy (3)**

*Prerequisite:* MKT 640. Integrative seminar dealing with marketing management policy problems via the case method. Emphasis on the adjustment of marketing policy to changes in the economic and social environment. Application of background and analytic tools obtained from specialized courses to solve marketing policy problems.

**MKT 651. Customer Satisfaction (1)**

*Prerequisite:* GBUS 600. Customer satisfaction is at the very core of the classic “marketing concept” and of more recent managerial approaches, such as, total quality management. Course emphasis is on critically evaluating the conceptualization, measurement, and delivery of customer satisfaction.

**MKT 652. Direct Marketing (1)**

*Prerequisite:* GBUS 600. Direct marketing is a direct response marketing communications strategy used by manufacturers, suppliers, retailers, service companies, nonprofit organizations, and others. Examines major tools of direct marketing such as: catalog marketing; direct mail marketing; telemarketing; TV shopping networks; radio, magazine, and newspaper direct response marketing; electronic and computer shopping; and kiosk shopping. Emphasis is on evaluating and managing the role of direct marketing in the integrated marketing communications strategy of the organization.

**MKT 653. Integrated Marketing Communications (1)**

*Prerequisite:* GBUS 600. Emphasizes an understanding and appreciation of the effects of fully integrating the promotion mix elements in a marketing communications program: advertising, direct response marketing, personal selling, public relations, and sales promotion.

**MKT 654. Qualitative Research Methods in Marketing (1)**

*Prerequisite:* GBUS 600. Emphasizes an understanding and critical evaluation of qualitative marketing research methods such as focus groups, projective and indirect questioning, interpretive research, and other nonquantitative approaches to understanding consumer behavior, motivation, and values.

**MKT 699. Independent Study-Marketing (3)**

*Prerequisites:* *Permission of graduate advisor and department chair.* Only those graduate students who have a current 3.0 grade point average may register in a 600-level Independent Study course. No more than six units of Independent Study may be taken in any one department, and no more than six units may be taken in the College without prior approval of the Dean.