

# Marketing

In the Fowler College of Business

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

## Faculty

Emeritus: Apple, Baker, W., Barber, Darley, Haas, Hale, Kartalija, Krentler, Lindgren, McFall, Sciglimpaglia, Tyagi, Vanier, Wotruba  
Chair: Honea (Interim)

Professors: Belch, Saghafi

Associate Professors: Baker, A., Dimofte, Honea, Peter

Assistant Professors: Castro, Cornelis, Gonzalez

Lecturer: 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.

Major in general business with the B.S. degree in business administration. **See** Business Administration.

Minor in marketing.

## The Major

Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (American Marketing Association, 2013.) The marketing major focuses on how products/services and brands are developed, distributed, priced, promoted, and sold. This process requires an understanding of buyer and seller behavior within the context of the overall business environment. Attention is given to challenges and opportunities of global markets and the development of marketing programs for various regions and/or countries. Marketing is an interesting, complex, creative, fast-paced, and dynamic business activity. Marketers and sales professionals are involved in the development, launch, marketing, and sales process for products and services designed to satisfy consumer needs. They identify target markets for products and services as well as decide how to price them, where they will be distributed, and how to communicate and build relationships with customers. All of these decisions are made within a complex and dynamic cultural, economic, political, social, and technological environment.

Students majoring in marketing can choose the general marketing major or they can select a specialization in Integrated Marketing Communications or Professional Selling and Sales Management. Marketing is an essential part of every business as well as not-for-profit organization which means there are many employment opportunities for marketing graduates. Some of the more common career opportunities include sales and sales management, brand management, marketing research, market analyst, retailing, advertising, digital and social media, media planning and buying, and positions in advertising and marketing communications agencies as account planners or account executives.

## 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 Weber Honors College. 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. Robert A. Judge, Department of Management Information Systems, for more information about this program.

## Statement on Computers

Before enrolling in upper division courses in the Fowler College of Business, 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 Fowler College of Business expects that all business students will make reasonable academic progress towards the degree. Business premajors who have completed major preparatory courses, earned 60 units, but have less than a 2.9 may be removed from the premajors and placed in undeclared. Upper division business majors earning less than a 2.0 average in their major GPA for two consecutive semesters may be removed from business and placed in undeclared.

## Business Passport

All majors in the Fowler College of Business will be introduced to the Business Passport in Business Administration 310, and complete the Business Passport in the capstone course (Business Administration 404, 405, or 458). Contact the Business Advising Center (EBA-448), 619-594-5828, for more information.

## 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 Fowler College of Business.

**Upper Division:** It is the policy of the San Diego State University Fowler College of Business 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 (2.0) or better: Accountancy 201, 202; Economics 101, 102; Finance 240 (or an approved business law course); Management Information Systems 180; Mathematics 120 (or an approved calculus course or an approved three-unit finite mathematics course); Rhetoric and Writing Studies 290 (RWS 290 is not required for the accounting major); 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 were 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.** Complete with a grade of C (2.0) or better: Accountancy 201, 202; Economics 101, 102; Finance 240 (or an approved business law course); Management Information Systems 180; Mathematics 120 (or an approved calculus course or an approved three-unit finite mathematics course); Rhetoric and Writing Studies 290; and either Statistics 119 or Economics 201. (27 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 Placement Assessment with a score of 10 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 or a specialization in professional selling and sales management.

### General Marketing (SIMS Code: 222771)

Forty-seven upper division units consisting of Marketing 371, 470, 479; Business Administration 300, 310, 323, 350, 360, 370. Business Administration 404 or 405; Management Information Systems 301; 15 units selected from Marketing 372, 373, 376, 377, 380, 472, 473, 474, 476, 480, 498, 499. A grade of C (2.0) average or better is required in the courses stipulated here for the major.

### Specialization in Integrated Marketing Communications (SIMS Code: 222775)

Forty-seven upper division units consisting of Marketing 371, 373, 470, 472; Business Administration 300, 310, 323, 350, 360, 370. Business Administration 404 or 405; Management Information Systems 301; 11 units selected from Journalism and Media Studies\* 375, 408, 440, 460, 480, 560\*, 562#®, 565^#%, 566^#, 574^; Marketing 380, 476, 480; Psychology 340, 380; Sociology 335. A grade of C (2.0) average or better is required in the courses stipulated here for the major.

- \* 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.

### Specialization in Professional Selling and Sales Management (SIMS Code: 222776)

Forty-seven upper division units consisting of Marketing 371, 377, 470, 473, 479; Business Administration 300, 310, 323, 350, 360, 370. Business Administration 404 or 405; Management Information Systems 301; seven units selected from Marketing 372, 376, 474, 480, 498, 499. A grade of C (2.0) average or better is required in the courses stipulated here for the major.

## Marketing Minor

### (SIMS Code: 222772)

Admission to the minor in marketing requires completion of at least 60 units with a minimum overall GPA of 2.9 and completion of Accountancy 201 and Economics 102 with a grade of C (2.0) or better in each course.

The minor in marketing consists of a minimum of 17-21 units, of which 11 units must be in upper division courses, to include Accountancy 201; Business Administration 370\*; Economics 102; and 11 to 12 units selected from Management Information Systems 301^, Marketing 371, 372, 373, 376, 377, 380, 470, 472, 473, 474, 476, 480.

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 Fowler College of Business, Hospitality and Tourism Management, or International Business should choose courses carefully with an adviser in their major department and the Business Advising Center (EBA-448).

**Students must meet the prerequisites for the minor in effect at the time that they declare the minor.** Contact the Business Advising Center (EBA-448) for admissions criteria and procedures.

- \* Business Administration 370 waived for Fowler College of Business, Hospitality and Tourism Management, and International Business majors.
- ^ Students who are required to take Management Information Systems 301 for the major may not take the course for the minor.

## COURSES (MKTG)

Refer to *Courses and Curricula 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 371. Consumer Behavior (4)

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

Consumer behavior concepts and theories for developing, implementing, and assessing marketing strategy. Psychological, social, and environmental factors in understanding of needs, wants, preferences, and decision making related to consumption behaviors.

#### MKTG 372. Retail Marketing Methods (4)

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

Retailing industry and retailer strategy to include online retailers, multi-channel retailing, consumer behavior, retail market strategy, site selection, locations, human resource management, merchandise management, pricing, marketing communications strategy, store layout, design, and management.

#### MKTG 373. Integrated Marketing Communications (4)

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

Communication theory in context of integrating marketing communication tools to include advertising; digital, social, nontraditional media; sales promotion; public relations. Media planning and strategy, budgeting, effectiveness measurement, social/ethical issues, regulation of advertising and promotion.

#### MKTG 376. Global Marketing Strategy (4)

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

International marketing concepts. Assessing organization internationalization potential, external environmental analysis for global market segmentation, target country market selection, entry strategies, international product, pricing decisions, analysis of international distribution systems, developing international advertising and promotion programs.

#### MKTG 377. Selling Strategy and Practices (4)

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

Marketing and sales process. Theories, approaches, techniques used in selling process, development of sales presentations, and use of partnering/relationship selling and technology in professional selling.

#### MKTG 380. Direct Marketing Methods (4)

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

Direct marketing as part of a company or organization's marketing program. Major direct marketing media and methods to include direct mail, broadcast and print advertising, Internet and interactive media, catalogs, and telemarketing. Data base creation and management and effectiveness measurement for direct marketing programs.

#### MKTG 470. Marketing Research (4)

Prerequisites: Completion of lower division courses in the major or minor. Business Administration 370 with a grade of C (2.0) or better and Management Information Systems 301 with a grade of C- (1.7) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Marketing research process. Research design and data collection principles for qualitative and quantitative research techniques in marketing practice. Analysis, data visualization, and reporting of primary and secondary marketing research.

#### 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: Business Administration 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 the sales personnel of a company. Policies and procedures used for organization, evaluation, and control of the sales force.

#### MKTG 474. Business Marketing (4)

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

Marketing strategy and practices designed for organizational customers. Purchasing practices of organizational buyers and development of marketing programs for enterprise customers and markets, both domestic and global.

#### MKTG 476. Internet/Interactive Marketing (4)

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

Impact of networked, cloud, mobile and contextual technologies on consumer behavior, business and marketing practice. Marketing communication and strategy leveraging the Internet to include search optimization, user experience design, social media, contextual advertising, pricing, distribution, commerce, and analytics.

#### 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.

Marketing concepts and decision tools for analyzing and solving marketing problems; marketing strategy and plans; problem identification, evaluation of alternatives, strategic and tactical recommendations.

#### MKTG 480. Marketing Analytics (4)

Prerequisites: Business Administration 370 with a grade of C (2.0) or better and Management Information Systems 301 with a grade of C- (1.7) or better.

Analysis and interpretation of large, complex data sets (Big Data). Theory, analytical approaches to solve marketing problems, utilizing software tools for marketing and sales decision making.

#### 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*.