

## MARKETING

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The field of marketing impacts all aspects of business in the global economy today. Success or failure of a product or service in today's highly competitive marketplace depends on a well-executed marketing program. The successful graduate of the Marketing Program at Southwest Minnesota State University will find numerous opportunities within the business community to pursue a meaningful and financially rewarding career. Typical career paths encompass both the consumer and business-to-business markets. Entry-level positions would include sales, advertising and promotion, public relations, purchasing, distribution, product development, and marketing research. Positions would exist for both domestic and international assignments. A marketing graduate could advance to positions such as sales manager, distribution manager, product development director, director of marketing research, director of sales, director of public relations, vice-president of marketing or research, to name a few of the possibilities.

Marketing majors have the opportunity to be an employee of the Southwest Marketing Advisory Center (SMAC), an organization that pursues actual marketing research projects for various local governmental and commercial organizations. Selected students are paid at an hourly rate of \$10.00-\$12.00 per hour and have the opportunity to manage and coordinate projects with various entities. The center has been a major force in Southwest Minnesota in promoting marketing principles and research by offering these services to commercial, governmental, and civic organizations. Scholarships funds are also available for students employed in SMAC.

The Marketing Program provides a discipline of courses that will equip the graduate to effectively excel in the competitive job market that exists today. All courses offer a balance of theory coupled with practical examples and exercises so that key elements become part of the student's working knowledge needed for successful career development following graduation.

The major in Marketing culminates in a Bachelor of Science in Marketing degree. A Bachelor of Applied Science in Marketing is also available for students transferring to SMSU with an Associate of Science degree, Associate of Applied Science degree, or a two-year technical diploma approved by the Minnesota State Colleges and Universities (MnSCU).

A minor in Marketing is also available and is an ideal supplement for those students majoring in such fields as Agriculture, Fine Arts, Management, Finance, Accounting, Chemistry, English, Environmental Science, Political Science, Speech Communication as well as Health and Fitness.

### Pre-Major Requirements:

Students intending to major in marketing at Southwest Minnesota State University must meet the requirements listed below before being accepted into the major program.

1. Complete MATH 115, 140, or 150 with a minimum grade of "C."
2. Complete ENG 102 and 103 with a minimum grade of "C."
3. Complete SPCH 110 with a minimum grade of "C."
4. Complete 32 credit hours with a minimum 2.25 GPA.
5. Transfer students must eliminate all deficiencies in two semesters to remain in the Marketing Program.
6. Completing all Marketing courses with a GPA of 2.25 is required for graduation.

Pre-Marketing requirements for the Marketing major are departmental requirements, not Liberal Arts Curriculum (LAC) requirements. All students, including transfer and honors students, pursuing a Marketing major must meet or exceed these departmental requirements.

### Bachelor of Science: Marketing (57 credits)

#### I. Business Core: (33 credits)

ACCT 211	Principles of Accounting I .....	3
ACCT 212	Principles of Accounting II .....	3
BADM 305	Business Law .....	3
FIN 230	Business Statistics I .....	3
FIN 350	Managerial Finance .....	3
ECON 201	Microeconomics .....	3
ECON 202	Macroeconomics .....	3
ECON 470	International Business and Economics* .....	3
MGMT 281	Computer Concepts and Applications .....	3
MGMT 300	Management Principles .....	3
MKTG 301	Principles of Marketing .....	3
MKTG 495	Senior Examination .....	0

\* MKTG 471 may be substituted but then will not be counted as an elective.

#### II. Marketing Core: (15 credits)

MKTG 331	Professional Selling .....	3
MKTG 361	Business-to-Business Marketing .....	3
MKTG 381	Advertising Management .....	3
MKTG 441	Marketing Research .....	3
MKTG 491	Strategic Marketing Policy .....	3

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*Note: While every effort is made to ensure accuracy, SMSU reserves the right to correct any clerical errors herein.*

**III. Marketing Electives: (9 credits)\***

<i>Selected from the following courses:</i> .....		9
MKTG 321	Retail Management .....	3
MKTG 341	Sales Management.....	3
MKTG 351	e-Marketing .....	3
MKTG 371	Entrepreneurship .....	3
MKTG 391	Consumer Behavior.....	3
MKTG 411	Integrated Marketing Communications (IMC).....	3
MKTG 471	International Marketing .....	3
MKTG 499	Internship in Marketing** .....	1-3
<i>Interdisciplinary: (One course from the following may be substituted for a marketing elective.)</i>		
ART 141	Digital Publishing.....	3
ART 240	Concepts in Graphic Design.....	3
PHIL 105	Ethical Issues in Business .....	3
PSYC 318	Group Dynamics .....	3
PSYC 358	Industrial/Organizational Psychology .....	3
RURL 321	Introduction to Geographic Information Systems .....	3
SPCH 200	Small Group Communication.....	3
SPCH 210	Introduction to Public Relations.....	3
SPCH 301	Risk and Crisis Communication.....	3
MGMT 333	Conflict Resolution .....	3

Total Credits: 57

- \* Other restricted electives may be substituted if they complement the major and are approved by the Marketing advisor.
- \*\* Only 3 credits may apply to the major with any remainder applied as general elective credits.

**Associate in Science: Marketing (64 credits)**

**I. Business Core: (18 credits)**

ACCT 211	Principles of Accounting I .....	3
BADM 305	Business Law I.....	3
ECON 201	Principles of Microeconomics .....	3
MGMT 281	Computer Concepts and Applications .....	3
MGMT 300	Management Principles .....	3
MKTG 301	Principles of Marketing .....	3

**II. Marketing Core: (15 credits)**

*Selected 15 credits from the following courses:*

MKTG 321	Retail Management .....	3
MKTG 331	Professional Selling.....	3
MKTG 341	Sales Management.....	3
MKTG 351	e-Marketing .....	3
MKTG 361	Business-to-Business Marketing .....	3
MKTG 371	Entrepreneurship .....	3
MKTG 381	Advertising Management .....	3
MKTG 391	Consumer Behavior.....	3
MKTG 411	Integrated Marketing Communications (IMC).....	3
MKTG 441	Marketing Research.....	3
MKTG 471	International Marketing .....	3

**III. Liberal Arts Curriculum (LAC) Requirements: (31 credits)**

There are specific LAC requirements for the A.S. Marketing degree. Please consult an advisor in the Marketing program for complete information.

Total Credits: 64

**Minor: Marketing (15 credits)**

MKTG 301	Principles of Marketing .....	3
MKTG 331	Professional Selling .....	3
MKTG 381	Advertising Management .....	3
<i>Any 2 courses (6 credits) of the following courses:</i> .....		6
MKTG 321	Retail Management .....	3
MKTG 341	Sales Management.....	3
MKTG 351	e-Marketing .....	3

## ACADEMIC PROGRAMS

MKTG 361	Business-to-Business Marketing .....	3
MKTG 371	Entrepreneurship .....	3
MKTG 391	Consumer Behavior .....	3
MKTG 411	Integrated Marketing Communications (IMC).....	3
MKTG 441	Marketing Research.....	3
MKTG 471	International Marketing .....	3

Total Credits	15
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**Bachelor of Applied Science: Marketing**

*As of Spring semester 2004, specific course requirements are currently under review and revision. Please see the Chairperson of the Business and Public Affairs Department and/or the Marketing program faculty for current requirements.*

In order to properly serve graduates from community colleges and technical schools, the marketing discipline offers a Bachelor of Applied Science (B.A.S.) degree. The B.A.S. degree program in Marketing will provide opportunities for individuals who have completed Associate of Applied Science (A.A.S.) or Associate of Science (A.S.) degree programs, or a two-year technical diploma approved by MnSCU, to achieve a bachelor's degree with somewhat reduced course requirements when compared to a student who has not achieved any of the two-year degrees or diplomas.

**Degree Requirements:**

Successful completion of one of the following three degrees is prerequisite for pursuing a Bachelor of Applied Science in Marketing degree:

- A. Associate Degree curriculum requirements printed in the Academic Policies section of the online catalog.
- B. The following three requirements:
  1. A minimum of 42 semester credit hours (SCH) an accredited four-year institutions, of which:
    - a. A minimum of 22 SCH is completed at SMSU.
    - b. A minimum of 27 SCH is completed at the 300 or 400 level.
  2. Complete the requirements for an approved B.A.S. major
  3. Complete all coursework while enrolled at SMSU with a cumulative GPA of at least 2.25 on a 4.0 scale.  
A GPA of 2.5 will be required for all courses within the Marketing discipline, regardless of where completed.
- C. Complete requirements under one of the following three categories as determined by status at time of matriculation at SMSU:
  1. Possess an A.A.S. degree from an accredited community or technical college or a four-year college or university.
    - a. Complete an additional minimum of 64 SCH.
    - b. Satisfy the Minnesota General Transfer Curriculum or a minimum of 22 SCH from SMSU's Liberal Arts Curriculum/Minnesota Transfer Curriculum consisting of courses approved by the students' Degree Program Committee.
  2. Possess an A.S. degree from an accredited community or technical college or a four-year college or university.
    - a. Complete an additional minimum of 64 SCH.
    - b. Satisfy the Minnesota General Transfer Curriculum or a minimum of 12 SCH from SMSU's Liberal Arts Curriculum/Minnesota Transfer Curriculum consisting of courses approved by the students' Degree Program Committee.
  3. Possess a MnSCU approved two-year technical diploma from an accredited community or technical college or a four-year college or university.
    - a. Complete an additional minimum of 86 SCH.
    - b. Satisfy the Minnesota General Transfer Curriculum or SMSU's Liberal Arts Curriculum/Minnesota Transfer Curriculum or a minimum of 12 SCH from SMSU's Liberal Arts Curriculum.

**Major Requirements:****A. Basic Courses:** (18 credits)

ACCT 211	Principles of Accounting I .....	3
ACCT 212	Principles of Accounting II.....	3
FIN 230	Business Statistics I .....	3
MGMT 221	Computer Concepts and Applications .....	3
ECON 201	Microeconomics .....	3
ECON 202	Macroeconomics.....	3

**B. Upper-division Courses:** (21 credits)

MGMT 300	Management Principles .....	3
MKTG 301	Marketing Principles.....	3
MKTG 331	Professional Selling .....	3
MKTG 361	Business-to-Business Marketing .....	3
MKTG 381	Advertising Management .....	3
MKTG 441	Marketing Research.....	3
MKTG 491	Strategic Marketing Policy .....	3

**C. Elective Courses:** (Minimum of 3 credits).....3

FIN 350	Managerial Finance .....	3
BADM 305	Business Law I .....	3

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ECON 470	International Business .....	3
MKTG 321	Retail Management .....	3
MKTG 341	Sales Management.....	3
MKTG 351	e-Marketing .....	3
MKTG 371	Entrepreneurship .....	3
MKTG 391	Consumer Behavior .....	3
MKTG 411	Integrated Marketing Communications (IMC).....	3
MKTG 471	International Marketing .....	3

**D. The following limitations also apply:**

1. No more than 6 SCH of courses numbered 059-099 and no SCH courses numbered 001-049 shall count toward graduation.
2. No more than 10 SCH of credit/no credit courses outside the student's major shall count toward graduation.
3. If any course in Category A has already been taken as part of the A.A.S. or A.S. requirements, a course from the elective category must be substituted.
4. The total of all categories must be at least 42 semester credit hours.
5. The student will decide, with the approval of his or her advisor, on all actual elective courses to be taken.
6. Final approval of a student's degree program shall rest with the Marketing advisor and the department.

**MARKETING COURSES (MKTG)****MKTG 286 Special Topics in Marketing (1-4 credits)**

Customized course of instruction with content approved by the Marketing advisor and course instructor. Prerequisite: Marketing major and MKTG 301.

**MKTG 301 Principles of Marketing (3 credits)**

This course will explore why marketing is the foundation for all successful businesses. Students will gain an understanding as to why businesses that do not effectively implement marketing principles will fail, even when possessing a superior product in the marketplace. Effective product development, promotional activities, distribution and pricing will be evaluated to discover the key elements needed for successful business operations. Prerequisite: ECON 201 or ECON 202.

**MKTG 321 Retail Management (3 credits)**

The elements necessary for a successful retail operation will be evaluated and analyzed. Store location and layout, merchandise selection, purchasing procedures, inventory control, budget planning, pricing and promotion will be examined in relation to the selected target market for the retail operation. Actual case studies will be explored for greater student understanding. Prerequisite: MKTG 301.

**MKTG 331 Professional Selling (3 credits)**

The elements of persuasion are fully explored and developed through a team role-playing environment that culminates in a taped presentation that is replayed for class evaluation. The unique qualities of service selling are analyzed. Most emphasis in the course is placed on the business-to-business selling environment.

**MKTG 341 Sales Management (3 credits)**

Motivational principles are analyzed and developed to provide fundamental principles of the management role in the selling environment. Since a sales manager typically does not see his or her subordinates on a regular basis, motivation is a key factor in helping the manager to achieve the corporate objectives being pursued. Territorial assignment and management principles are also developed. Prerequisite: MKTG 331.

**MKTG 351 e-Marketing (3 credits)**

The advent of the Internet and the World Wide Web has generated a new and vital distribution channel for marketers that is highly competitive, requiring specific skills in order to be an effective tool for today's practicing marketer. This course develops a comprehensive understanding of the requirements necessary for successfully incorporating the Internet into an integrated corporate marketing program. Prerequisite: MKTG 301.

**MKTG 361 Business-to-Business Marketing (3 credits)**

The marketing process between business organizations is much more extensive than consumer marketing in terms of transaction size and complexity. The high concentration of business-to-business firms in specific geographic areas is analyzed and the specialized marketing tools required to reach them are evaluated. The unique operating characteristics of the business marketing process is detailed, providing students with a broad understanding necessary to be productive in this lucrative segment of the marketing profession.

**MKTG 371 Entrepreneurship (3 credits)**

With large corporations in a constant state of flux with employees often being treated as an expendable item, pursuit of individual ideas for successful business ventures continues to flourish in this country. Some people have a natural instinct for starting business enterprises but lack both the desire and skills to insure their continuing success. This course will help students to better evaluate their own potential as an entrepreneur and to better determine the key factors that make up this element of the marketing discipline.

**MKTG 381 Advertising Management (3 credits)**

This key segment of the promotional element within marketing is analyzed from the perspective of the corporate marketing function. Costs in comparison to impact for various media choices in reaching various target markets is examined. A method of evaluating advertising campaigns recommended by advertising agencies is explored by learning the strengths and limitations of each medium typically used in the discipline. Students will develop this understanding by creating an advertising campaign through a team effort. Prerequisite: MKTG 301.

**MKTG 386 Special Topics in Marketing (1-4 credits)**

Customized course of instruction with content approved by the Marketing advisor and course instructor. Prerequisite: Marketing major and MKTG 301.

**MKTG 391 Consumer Behavior (3 credits)**

The nature of marketing to consumers makes it virtually impossible to determine individual purchasing preferences so the market must be analyzed based on general characteristics of the target market for a product or service. This course studies the behavioral characteristics of various consumer groups to better equip students with skills necessary to plan consumer-marketing strategies based on behavior patterns. Prerequisite: MKTG 301.

**MKTG 411 Integrated Marketing Communications (IMC) (3 credits)**

Today's promotional mix offers a multitude of media choices along with varied approaches to influence a target market for a given product or service. IMC is the most current approach to evaluating the relationship between personal selling, advertising, public relations and promotion and determining the distribution of resources among these elements of the promotional mix. The various forms of available media are also evaluated within the context of these various disciplines. Prerequisite: MKTG 301.

**MKTG 441 Marketing Research (3 credits)**

In order to determine preferences for various consumer products and services, a sampling of consumers within the target market must be questioned and their viewpoints extended to the target market as a whole. To do this effectively requires adherence to research principles so that the sample gathered actually represents the views of the marketplace as a whole. Upon the successful completion of this course, students will be able to define the research question, design an effective questionnaire, use correct sampling techniques, code the responses, analyze the data and properly report the findings. Prerequisites: MKTG 301 and FIN 230.

**MKTG 471 International Marketing (3 credits)**

The global economy that exists today requires a comprehension of the unique marketing qualities that confront an organization attempting to expand the influence of a product or service beyond this nation's boundaries. You will learn the special issues and considerations that must be considered when marketing to other countries including the unique cultural qualities that must be considered when developing marketing campaigns.

**MKTG 486 Special Topics in Marketing (1-4 credits)**

Customized course of instruction with content approved by the Marketing advisor and course instructor. Prerequisites: Marketing major and MKTG 301.

**MKTG 487 Marketing Seminar (3 credits)**

Customized set of activities designed by the student and instructor to enhance areas of marketing understanding. Prerequisites: senior standing and consent of Marketing advisor and selected instructor.

**MKTG 491 (M) Strategic Marketing Policy (3 credits)**

This marketing capstone course will permit students to effectively use the marketing knowledge and skills developed during the entire course of study and apply that knowledge effectively in solving a series of case studies with several marketing peers in a team environment. Students will also have the opportunity to solve several cases on an individual basis. The course will briefly review marketing fundamentals at the onset to better prepare students for solving the assigned cases. Prerequisites: MKTG 301, MKTG 331, MKTG 361, MKTG 381, MKTG 441.

**MKTG 494 Independent Study (1-3 credits)**

Prerequisites: Marketing major, MKTG 301 and consent of marketing advisor and selected instructor.

**MKTG 499 Marketing Internship (1-6 credits)**

The opportunity to pursue an internship is design to supplement course materials with actual related work experience. Students are expected to integrate disciplinary knowledge into a real world setting. The student will submit weekly reports on work assignments as well as a report at the conclusion of the internship. The number of credits allowed will depend on the magnitude of the internship. Prerequisites: Prior approval for an internship position as determined by a Marketing or designated faculty advisor; minimum of one semester in residence after the internship; and a 2.25 GPA.