

COURSE LIST

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

LOWER-DIVISION

MKT 100. CONCEPTUAL FOUNDATIONS OF AMERICAN ENTERPRISE (3)

For non-Bachelor of Science in Business (BSBA) 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, Applied Arts and Sciences)

UPPER-DIVISION

MKT 304. MARKETING MANAGEMENT (3)

Prerequisites: Either 1) ECON 160 or 300 and a college-level statistic course or 2) ECON 160 or 300 and MKT 100. BUS 302 and 302L are co/prerequisites for BSBA majors. 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, a college-level statistics course, or consent of instructor. BUS 302 and 302L are prerequisites for BSBA 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 or consent of instructor. BUS 302 and 302L are prerequisites for BSBA 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. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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)

Prerequisite: MKT 304 or consent of instructor . Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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 442. BUSINESS TO BUSINESS MARKETING (3)

Prerequisites: MKT 304 or consent of instructor. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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. (Cross-listed with SCM 442)

MKT 443. RETAIL MANAGEMENT (3)

Prerequisites: MKT 304 or consent of instructor. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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; senior standing. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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; Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA majors. Introduction to the management of firms that market transportation services; the managerial implications of the legal, economic, and social environment. (Cross-listed with SMC 447)

MKT 448. INTERNET MARKETING (3)

Prerequisites: MKT 304 or consent of instructor. Passing score on the Upper Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA majors. Introduces the student to the principles of internet marketing. Focuses on the use of Net 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, either MKT 346 or 348, and 2nd semester senior standing. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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: Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA majors. Course content to be determined. (See subtitles in appropriate schedule of classes)

MKT 498. FIELD ASSIGNMENTS AND REPORTS-MARKETING (1-6)

Prerequisites: Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA 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 6 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).

SCM 416. GLOBAL OPERATIONS MANAGEMENT (3)

Prerequisites: SOM 306. Passing score on the Upper-Division Writing Proficiency Exam (WPE). BUS 302 and 302L are prerequisites for BSBA majors. Operations management techniques to improve productivity of global operations. Topics include materials management, supply chain performance, global transportation and warehousing, facility location decision, international quality standards, operations automation, and application of optimization techniques in international operations. The course involves case studies as well as software applications. (Cross-listed with SOM 416)

SCM 492. SUPPLY CHAIN MANAGEMENT STRATEGY (3)

Prerequisites: SCM 447, 442, and 416 or equivalent and passing score on the upper division writing proficiency exam (WPE). BUS 302 and 302L are prerequisites for BSBA majors. This is a capstone course that integrates various aspects of supply chain management. Students will use their previous work in transportation, purchasing, and quality processes to study current practices, which should lead to higher levels of customer satisfaction and lower delivery costs. Designed to give students more practice in standard business skills, especially communication skills, analytic problem solving, and cross-disciplinary integration.

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)

Prerequisites: 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)

Prerequisites: 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. No more than 6 units of Independent Study may be taken in any 1 department, and no more than 6 units may be taken in the College of Business and Economics without prior approval of the Dean. Only those graduate students who have a current 3.0 grade point average may register in a 600-level Independent Study course. Note: See Graduate Business Interdepartmental Courses for GBUS 694E, 695E, 696E, 697E, and 698E.