2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing Minor.

Requirements for the Marketing Minor:

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing minor.

Required for Marketing Major (21 credits):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 316</td>
<td>Consumer Behavior (3)</td>
</tr>
<tr>
<td>MRKT 317</td>
<td>Product and Pricing Strategy (3)</td>
</tr>
<tr>
<td>MRKT 318</td>
<td>Promotional Strategy (3)</td>
</tr>
<tr>
<td>MRKT 324</td>
<td>Marketing Research and Analysis (3)</td>
</tr>
<tr>
<td>MRKT 339</td>
<td>Distribution Strategy (3)</td>
</tr>
<tr>
<td>MRKT 412</td>
<td>Professional Selling (3)</td>
</tr>
<tr>
<td>MRKT 490</td>
<td>Marketing Management (3)</td>
</tr>
</tbody>
</table>

Required Electives (6 credits):

Choose a minimum of two courses from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 413</td>
<td>Industrial Marketing (3)</td>
</tr>
<tr>
<td>MRKT 415</td>
<td>Retailing Management (3)</td>
</tr>
<tr>
<td>MRKT 420</td>
<td>Sales Management (3)</td>
</tr>
<tr>
<td>MRKT 428</td>
<td>International Marketing (3)</td>
</tr>
<tr>
<td>MRKT 480</td>
<td>Seminar (3)</td>
</tr>
<tr>
<td>MRKT 491</td>
<td>In-Service (by permission only) (1-4)</td>
</tr>
<tr>
<td>MRKT 498</td>
<td>Internship (3)</td>
</tr>
</tbody>
</table>

Required Minor: None.

MARKETING MINOR

Requirements for the Marketing Minor:

1. Students must be admitted to a major at Minnesota State Mankato, and
2. Students must have a cumulative GPA of 2.7 or higher when starting the Marketing minor.

Required for Minor (18 credits):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 100</td>
<td>Global Business Concepts (3)</td>
</tr>
<tr>
<td>MRKT 310</td>
<td>Principles of Marketing (3)</td>
</tr>
<tr>
<td>MRKT 316</td>
<td>Consumer Behavior (3)</td>
</tr>
</tbody>
</table>

Choose a minimum of three or four courses from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MRKT 317</td>
<td>MRKT 318</td>
</tr>
<tr>
<td>MRKT 324</td>
<td>MRKT 339</td>
</tr>
<tr>
<td>MRKT 412</td>
<td>MRKT 415</td>
</tr>
<tr>
<td>MRKT 420</td>
<td>MRKT 428</td>
</tr>
<tr>
<td>MRKT 413</td>
<td>MRKT 420</td>
</tr>
<tr>
<td>MRKT 428</td>
<td>MRKT 428</td>
</tr>
</tbody>
</table>

POLICIES/INFORMATION

Academic Advising. Students will initially receive their advising from the professional advisors in the College of Business Advising Center. When a student applies to the College of Business, he/she will be assigned a faculty advisor in the major area of study. Questions regarding the assignment of advisors can be answered in the College of Business Advising Center, 151 Morris Hall, telephone: 389-2963.

Information Technology Initiative. Students with a major or minor in the College of Business are required to obtain a notebook computer with a standard set of applications from the Campus Computer Store at Minnesota State Mankato. Students who are majoring in other colleges may be able to enroll in non-notebook classes as they are offered. For further information, please refer to the College of Business section at the front of this bulletin.

College of Business Policies. Students who are business minors, non-business majors or those who are not seeking a four year degree may take up to 24 credits in the College of Business. Students must be admitted to a College of Business major to be granted a Bachelor of Science degree in any College of Business major.
The Council of Student Business Organizations (COSBO) which is comprised of conferences, business tours, annual trips, meetings and social activities. Students and international business professionals. IB O members participate in Student Senate, works directly with the Dean's office in the coordination of the presidents of the nine organizations and the college representative to the Student Organizations. The American Marketing Association is a nationally affiliated marketing organization. AMA offers students opportunities to network with current business students and alumni on the total courses taken in the College of Business and a 2.25 overall GPA to meet graduation requirements.

P/N Grading Policy. No more than one-fourth of a student's major shall consist of P/N grades.

Assessment Policy. The College of Business believes that the ongoing assessment of its programs makes a vital contribution to the quality of those programs and to student learning. Student Participation is an important and expected part of the assessment process.

Internships. Students are encouraged to participate in business and industrial organizations through internships programs. Internships are available during the junior and senior years. Students interested in internships should interview early with the internship coordinator for enrollment in this program.

Student Organizations. The American Marketing Association is a nationally affiliated marketing organization. AMA offers students opportunities to network with professionals in marketing-related fields, contribute to the community through service projects and meet other students. All majors are welcome.

Delta Sigma Pi is a coeducational business fraternity organized to further the camaraderie of business students and professionals. Delta Sigma Pi provides members the opportunity to network with current business students and alumni throughout the United States.

The International Business Organization operates on both a professional and personal level. IBO creates cultural awareness and provides interaction among students and international business professionals. IBO members participate in conferences, business tours, annual trips, meetings and social activities.

The Council of Student Business Organizations (COSBO) which is comprised of the presidents of the nine organizations and the college representative to the Student Senate, works directly with the Dean’s office in the coordination of activities of the various organizations and sponsors activities of their own.

## COURSE DESCRIPTIONS

### MRKT 100 (3) Global Business Concepts
Focuses on the basic business functions of Accounting, Finance, Management, and Marketing in global context.
Fall, Spring
GE-5

### MRKT 201 (0) Second Year Experience
Fall, Spring

### MRKT 310 (3) Principles of Marketing
This course provides a basic understanding of marketing concepts with emphasis on the pricing, promotion, and distribution of need satisfying products and services in domestic and international markets. The format of the course consists of lectures, case discussions, application exercises, projects, exams, and in-class group assignments.
Fall, Spring

### MRKT 316 (3) Consumer Behavior
Students will learn about consumer decision styles, perceptions, group influences, family decision-making, lifestyles, shopping behaviors and domestic and international trends related to marketing strategies. The framework consists of individual or group projects, usually requiring some personal interviewing, exams, and reports.
Pre: MRKT 310
Fall, Spring

### MRKT 317 (3) Product and Pricing Strategy
The intention of the course is to explore in depth the concepts involved in new product development, the management of products through the product life cycle, and the development of pricing policies and strategies. The course involves a lecture/discussion format with occasional group activities, projects and exams.
Pre: MRKT 310
Fall, Spring

### MRKT 318 (3) Promotional Strategy
Promotional strategy focuses on the utilization of all the elements of the promotion mix - advertising, personal selling, publicity, sales promotion, and corporate sponsorship-in the development of an effective promotion plan.
Pre: MRKT 310, MRKT 316
Fall, Spring

### MRKT 324 (3) Marketing Research & Analysis
In this course, students will examine the role of research in decision making and the basics of scientific research, including the preparation of research proposals, design of data collection instruments, data analysis, interpretation, and reporting.
Pre: MRKT 310, ECON 207
Fall, Spring

### MRKT 339 (3) Distribution Strategy
Defines the role of marketing channels within the marketing system. Topics in this course examine important issues in marketing distribution systems.
Pre: MRKT 310
Fall, Spring

### MRKT 412 (3) Professional Selling
The course is designed to provide basic human motivation theories, and develop persuasive communications strategies and applications necessary in the field of professional selling. The course takes a hands-on approach to professional selling techniques with the use of sales presentations, sales manuals, and exams.
Pre: MRKT 310
Fall, Spring

### MRKT 413 (3) Industrial Marketing
A broad examination of the techniques employed in business-to-business marketing. Topics include organizational buying, buyer-seller relationships and industrial marketing mix development.
Pre: MRKT 310
Variable

### MRKT 415 (3) Retailing Management
The study of marketing at the retail level, including the organization, operations, methods, policies, and problems of retail establishments in satisfying consumers.
Pre: MRKT 310, MRKT 316
Variable

### MRKT 420 (3) Sales Management
This course involves studying the role of the general sales manager, the functions of sales management within overall marketing strategy, and the development of analytical decision skills necessary to plan, manage, and control the sales force.
Pre: MRKT 310
Variable

### MRKT 428 (3) International Marketing
This course takes a managerial approach to analyzing marketing decision making in multinational market situations.
Pre: MRKT 310 and IBUS 380
Fall
MRKT 480 (3) Seminar
Topics covered are specialized topics not covered in other courses and will be announced.
Pre: MRKT 310
Variable

MRKT 490 (3) Marketing Management
This course should be the last marketing class taken, since it involves comprehensive marketing strategy development, integrating all dimensions of the marketing offering, and utilizing marketing information systems for top-level control and decision making. Students will complete a formal marketing plan, case analyses, and examinations.
Pre: MRKT 310, MRKT 316, MRKT 317, MRKT 318, MRKT 324, and MRKT 339
Fall, Spring

MRKT 491 (1-4) In-Service
Topics will vary across various hands-on practical experience.
Pre: Consent
Variable

MRKT 497 (1-9) Internship
Individual, supervised experience in a business firm or government agency. Taken for P/N only.
Pre: Consent
Fall, Spring

MRKT 498 (1-3) Internship
Individual, supervised experience in a business firm or government agency. Taken for grade only.
Pre: Consent
Fall, Spring

MRKT 499 (1-4) Individual Study
Individual study of special topics.
Pre: Consent
Fall, Spring