

MARKETING BS AND MINOR

Marketing

College of Business
Department of Marketing and International Business
150 Morris Hall • 507-389-2967
Website: cob.mnsu.edu/mrkt/

Chair: Juan (Gloria) Meng, Ph.D.

Kevin Elliott, Mark Hall, Jianwei Hou, Ann Kuzma, John R. Kuzma, Kathy Richie, Kristin Scott

It is the objective of the department to advance the understanding and practice of marketing and international business.

Faculty advance the discipline of marketing through research, writing, and involvement in professional associations. They improve the practice of marketing with a progressive curriculum for full and part-time students. The region's business community and public institutions also are directly served with student and faculty consulting and research projects.

The marketing major prepares students for marketing positions in retail management, industrial sales, promotion, marketing research, or marketing management, and equips them with the comprehensive knowledge necessary to assume upper management positions in the marketing function.

Accreditation. The Marketing program is accredited by the Association to Advance Collegiate Schools of Business (AACSB)

POLICIES/INFORMATION

Admission to a Major in the College of Business. Admission to a major in the College of Business typically occurs at the beginning of the student's junior year. Once admitted, students may choose to pursue a degree in one or more of the following majors: Accounting, Finance, International Business, Management, or Marketing. Multiple criteria will be considered for admission to a major in the College of Business. Admission is competitive; meeting minimum requirements does not guarantee admission. Deadlines for application are: October 1 for Spring Semester and March 1 for Fall Semester.

Criteria Considered for Admission to the Marketing Major

1. Cumulative (including Transfer) Grade Point Average: minimum 2.7
2. Credits and Courses: 33 completed credits of the 44 general education requirements.
3. Completion of the following courses: IT 101, MATH 130, ACCT 200, ACCT 210, BLAW 200, MGMT 200, BUS 295, ECON 201, ECON 202, ECON 207. Complete one of the following courses: PHIL 120W, PHIL 205W, PHIL 222W, PHIL 224W, PHIL 226W, PHIL 240W

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.

Academic Advising. Students will initially receive their advising from the professional advisors in the College of Business Student Center. When a student applies to the College of Business (which is done during BUS 295), 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, 389-2963.

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 major to take upper division (300/400) courses in the College of Business.

Students must be admitted to the College of Business major to be granted a Bachelor of Science degree in any College of Business majors.

Residency. Transfer students must complete a minimum of 30 resident credits at the upper division (300-400) level in the College of Business at Minnesota State Mankato.

Transfer students pursuing a major or minor in the College of Business must complete at least 50% (one-half) of their major or minor coursework at Minnesota State Mankato.

GPA Policy. Students must earn a minimum grade point average of 2.0 ("C") 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 strongly encouraged to participate in one or more internship programs related to their field of study before graduation. Qualifying internships may receive academic credit counting towards a student's major, but are not required to be taken for credit. To receive academic credit, students must be registered during the semester the internship takes place. Registration instructions and other business internship resources can be found at: <http://cob.mnsu.edu/internship/>

Student Organizations. The Marketing Club 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 Council of Student Business Organizations (COSBO) which is comprised of the presidents of 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.

MARKETING BS

Degree completion = 120 credits

Required General Education

ECON	201	Principles of Macroeconomics (3)
ECON	202	Principles of Microeconomics (3)
MATH	130	Finite Mathematics and Introductory Calculus (4)
(choose 3 credits from the following)		
PHIL	120W	Introduction to Ethics (3)
PHIL	205W	Culture, Identity, and Diversity (3)
PHIL	222W	Medical Ethics (3)
PHIL	224W	Business Ethics (3)
PHIL	226W	Environmental Ethics (3)
PHIL	240W	Law, Justice & Society (3)

Prerequisites to the Major

ACCT	200	Financial Accounting (3)
ACCT	210	Managerial Accounting (3)
BLAW	200	Legal, Political, and Regulatory Environment of Business (3)
BUS	295	Professional Preparation for Business Careers (2)
ECON	207	Business Statistics (4)
IT	101	Introduction to Information Systems (3)
MGMT	200	Introduction to MIS (3)

Major Common Core

Required of all College of Business Majors

FINA	362	Business Finance (3)
IBUS	380	Principles of International Business (3)
MGMT	330	Principles of Management (3)
MGMT	346	Production & Operations Management (3)
MGMT	481	Business Policy & Strategy (3)
MRKT	310	Principles of Marketing (3)

Required for Marketing Major

MRKT	312	Professional Selling (3)
MRKT	316	Consumer Behavior (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Integrated Marketing Communications (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	490	Marketing Management (3)

MARKETING CONTINUED

Major Unrestricted Electives

(choose a minimum of two courses (6 credits) from the following)

BUS	397	IBE Practicum (3)
MRKT	413	Business-to-Business Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Digital Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
MRKT	498	Internship (3)

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 Courses for **COB Majors**: (choose 6 credits)

MRKT	310	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **COB Majors**: (choose 12 credits)

(Take four of the following courses)

MRKT	312	Professional Selling (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Integrated Marketing Communications (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	413	Business-to-Business Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Digital Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
MRKT	498	Internship (3)

Required Courses for **Non-COB Majors**: (choose 9 credits)

MRKT	100	Foundations of Business Concepts (3)
MRKT	310	Principles of Marketing (3)
MRKT	316	Consumer Behavior (3)

Elective Courses for **Non-COB Majors**: (choose 9 credits)

(Take three of the following courses)

MRKT	312	Professional Selling (3)
MRKT	317	Product and Pricing Strategy (3)
MRKT	318	Integrated Marketing Communications (3)
MRKT	324	Marketing Research & Analysis (3)
MRKT	339	Distribution Strategy (3)
MRKT	413	Business-to-Business Marketing (3)
MRKT	415	Retailing Management (3)
MRKT	416	Digital Marketing (3)
MRKT	420	Sales Management (3)
MRKT	428	International Marketing (3)
MRKT	480	Seminar (3)
MRKT	492	Study Tour (3)
MRKT	494	Fair Trade Study Abroad in Belize (3)
MRKT	498	Internship (3)

COURSE DESCRIPTIONS

BUS 100 (3) Introduction to Business and Business Careers

This course prepares students for success by exposing them to the requirements, expectation, resources and opportunities of the College of Business. Students will have business experiences and will develop professional skills.

Variable

BUS 295 (2) Professional Preparation for Business Careers

This course is required for admission to the College of Business for all business majors. The purpose of the course is to provide students with an overview of COB

majors, allow students to create an academic plan for graduation, and develop professional skills needed for future job placement. Topics include cover letter and resume writing, interviewing skills, the process of networking, the internship program, etiquette skills, and requirements for graduation.

Fall, Spring

BUS 397 (3) IBE Practicum

An applied course that entails developing, launching, managing, and closing a business with the cohort of students enrolled in the class. Students write and present a business plan as they seek financing for their start-up company. The business start-up experience creates a real-world context in which students can practice the concepts introduced in MGMT 330, MRKT 310, and FINA 362. BUS 397 is part of the United Prairie Bank Integrated Business Experience, and students must enroll concurrently in BUS 397 and sections of FINA 362, MGMT 330, and MRKT 310 that are designated for IBE students.

Prerequisite: Must be admitted to a major.

Co-requisite: FINA 362, MGMT 330, MRKT 310

Fall, Spring

MRKT 100 (3) Foundations of Business Concepts

Focuses on the basic business functions of Accounting, Finance, Management, and Marketing in global context.

Fall, Spring

GE-5

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.

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.

Prerequisite: MRKT 310

Fall, Spring

MRKT 318 (3) Integrated Marketing Communications

Integrated Marketing Communications provide an understanding of the elements of the marketing communications mix – advertising, public relations, personal selling, sales promotion and corporate sponsorship – through traditional and digital media.

Prerequisite: MRKT 310

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.

Prerequisite: 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.

Prerequisite: MRKT 310

Fall, Spring

MRKT 398 (0) CPT: CO-Operative Experience

Curricular Practical Training: Co-Operative Experience is a zero-credit full-time practical training experience for one summer and on adjacent fall or spring term. Special rules apply to preserve full-time student status. Please contact an advisor in your program for complete information.

Prerequisite: At least 60 credits earned; in good standing; instructor permission; co-op contract; other prerequisites may also apply.

Fall, Spring, Summer

MARKETING CONTINUED

MRKT 312 (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.

Prerequisite: MRKT 310

Fall, Spring

MRKT 413 (3) Business-to-Business 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.

Prerequisite: 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.

Prerequisite: MRKT 310

Variable

MRKT 416 (3) Digital Marketing

This course is an examination of the role of digital technology, such as the Internet and social media platforms, in contemporary marketing strategy and its impact on business decision making and consumer behavior.

Prerequisite: MRKT 310

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.

Prerequisite: MRKT 310

Variable

MRKT 428 (3) International Marketing

This course takes a managerial approach to analyzing marketing decision making in multinational market situations.

Prerequisite: MRKT 310 and IBUS 380

Fall

MRKT 480 (3) Seminar

Topics covered are specialized topics not covered in other courses and will be announced.

Prerequisite: 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.

Prerequisite: MRKT 310, MRKT 316, MRKT 317, MRKT 318 and MRKT 339

Fall, Spring

MRKT 492 (3) Study Tour

Study tours are led by Minnesota State University, Mankato faculty and provide students with opportunities to visit companies and attend lectures by renowned experts from key sectors of economy, government, and business.

Variable

MRKT 494 (3) Fair Trade Study Abroad in Belize

The curriculum focuses on Fair Trade, sustainability, and international business principles. Students will spend 9 days in Belize and learn about diverse populations, engage in a service learning project, and visit businesses who produce goods that are Fair Trade certified.

Spring

Diverse Cultures - Gold

MRKT 497 (1-9) Internship

Individual, supervised experience in a business firm or government agency. Taken for P/N only.

Prerequisite: MRKT 310 and two additional 300 or 400 level marketing courses approval by Internship Coordinator.

Fall, Spring

MRKT 498 (3) Internship

Individual, supervised experience in a business firm or government agency. Taken for grade only.

Prerequisite: MRKT 310 and two additional 300 or 400 level marketing courses approval by Internship Coordinator.

Fall, Spring

MRKT 499 (1-4) Individual Study

Individual study of special topics.

Prerequisite: Consent

Fall, Spring