MARKETING BS AND MINOR

Marketing

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

Chair: Ann Kuzma, Ph.D.
Kevin Elliott Ph.D.; Mark Hall Ph.D.; Jianwei Hou Ph.D.; Juan Gloria Meng Ph.D.; Kristin Scott Ph.D.

It is the objective of the marketing program to advance the understanding and practice of marketing.

Faculty advance the discipline of marketing through research, writing, and involvement in professional associations. They integrate 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, business-to-business sales, promotion, distribution, marketing research, or marketing strategy. The marketing program provides students with the comprehensive knowledge necessary to assume upper level management positions in marketing within the workforce.

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 sophomore 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. Minimum cumulative (including transfer) Grade Point Average of 2.5. (choose 21 credits)
2. Completion of the following courses with a minimum grade of “C” (2.0): IT 101, MATH 130, ACCT 200, BUS 295, ECON 201.

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 2.5 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: cob.mnsu.edu/internship/

MARKETING BS
Degree completion = 120 credits

Required General Education
ECON 201 and MATH 130 must be completed for admission to the major.
ECON 201 Principles of Macroeconomics (3)
MATH 130 Finite Mathematics and Introductory Calculus (4)

Ethics Requirement (choose 3 credits)
PHIL 224W Business Ethics (3)
PHIL 222W Medical Ethics (3)
PHIL 220W Introduction to Ethics (3)

Prerequisites to the Major
ACCT 200 Financial Accounting (3)
BUS 295 Professional Preparation for Business Careers (2)
IT 101 Introduction to Information Systems (3)

Major Common Core (choose 34 credits)
Required of all College of Business Majors
ACCT 210 Managerial Accounting (3)
BLAW 200 Legal Environment of Business (3)
ECON 202 Principles of Microeconomics (3)
ECON 207 Business Statistics (4)
FINA 362 Business Finance (3)
IBUS 380 Principles of International Business (3)
MGMT 230 Principles of Management (3)
MGMT 300 Introduction to MIS (3)
MGMT 346 Production & Operations Management (3)
MGMT 481 Business Policy & Strategy (3)
MRKT 210 Principles of Marketing (3)

Required for Marketing Major (choose 21 credits)
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)

Major Unrestricted Electives (choose 6 credits)
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)
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 2.5 or higher when starting the
   Marketing minor.

Required Courses for COB Majors: [choose 6 credits]
- MRKT 210 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 210 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 startup company. The business startup experience creates a real-world context in which students can practice the concepts introduced in MGMT 230, MRKT 210, 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 230, and MRKT 210 that are designated for IBE students.
Prerequisite: Must be admitted to a major.
Co-requisite: FINA 362, MGMT 230, MRKT 210
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 210 (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 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 210
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 210
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 210
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 210, 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 210
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
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 210
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 210
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 210
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 210
Variable

MRKT 428 (3) International Marketing
This course takes a managerial approach to analyzing marketing decision making in multinational market situations.
Prerequisite: MRKT 210 and IBUS 380
Fall

MRKT 480 (3) Seminar
Topics covered are specialized topics not covered in other courses and will be announced.
Prerequisite: MRKT 210
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 210, 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 that 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 210
Fall, Spring

MRKT 498 (3) Internship
Individual, supervised experience in a business firm or government agency. Taken for grade only.
Prerequisite: MRKT 210 and Two additional 300 or 400 level marketing courses beyond MRKT 210 that are approved by the Department Internship Coordinator.
Fall, Spring

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