

Marketing and Logistics

The Department

The Marketing option offers an integrated set of courses that seek to prepare students to become competitive and ethical marketing practitioners. In this degree program, students learn to apply their imagination, initiative, sound judgment, and hard work to solve problems; to search for and analyze opportunities; and to survive in a dynamic, competitive environment.

Building on basic marketing theories and concepts, each student studies the domestic and international applications of buyer behavior, market segmentation, market research, channel management, physical distribution, and strategic planning. In addition, students are permitted to explore special interest areas such as advertising, sales, sales management, retailing, product management, purchasing, logistics, international marketing, and internships.

Marketing is the motor that powers our economy. Nothing happens in business until someone sells something. Only then can firms produce, suppliers distribute, and consumers enjoy the goods and services that contribute to our high standards of living. Marketing is the activity that provides the revenues business needs to meet its expenses, pay its employees, and generate its long-term success and growth.

Marketing is an exciting, fast-paced, dynamic field that offers career opportunities which stimulate personal growth, challenge the imagination, and capture a variety of interests.

Faculty

The faculty of the Department of Marketing and Logistics bring together individuals who have studied and pursued business careers throughout the world. Case studies, experiential exercises, computer simulations, laboratory research, business community projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide the students with a "real-world" exposure to business. The combination of faculty expertise, teaching skills, research activities, and business experiences assures the student of receiving the best education possible in marketing.

Faculty

Charles S. Sherwood, *Chair*
Gerald O. Bryan
Douglas A. Cords
Reza Motameni
Richard D. Nordstrom
Beng S. Ong
Richard L. Pinkerton
William E. Rice

The Sid Craig School of Business

Department of Marketing and Logistics

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B.S. in Business Administration
Option: Marketing

Certificate in Mass Communication and Journalism



Dr. Richard Pinkerton and department administrative assistant Linda Vail look at the Marketing Department's Web site with student assistant Anthony Rodgers.

Marketing and Logistics

Bachelor of Science Degree Requirements

Business Administration Major

All students in the Sid Craig School of Business who are working toward the Bachelor of Science in Business Administration must complete, in addition to the university's General Education requirements, a ten-course group of pre-business courses, seven courses of upper-division core, and 23 to 32 units in an area of specialization or option. The pre-business classes include material considered essential for further study in business. The upper-division core classes provide a broad background and a breadth of knowledge and understanding. The option courses enable the student to specialize in a specific area of business and to prepare for effective performance in future employment.

Units

Pre-Business requirements* 20

ACCT 4A, 4B; B A 18;
CSB 50; DS 71, 73; ECON
40 or AG EC 1, ECON 50,
ENGL 1, IS 50

(See *Pre-Business Policy*, page 206.)

Upper-division

core requirements 27

DS 123; FIN 120; IS 130;
MGT 110 or 104-106, 124,
187; MKTG 100

(See *Statement on Prerequisites*, page 207.)

Marketing Option 23-25

MKTG 101; MKTG 103
and either MKTG 188A
and MKTG 188B or
MKTG 188A and MKTG
195 (12-13)

(See *Advising Note 2*.)

Elect 11-12 units from the
following: MKTG 110, 114,
115, 126, 130, 132, 134,
136, 140, 195, or with de-
partmental approval,

189T (11-12)**

General Education requirements..... 51

Upper-division writing

skills requirement 3-4

Business majors must select
either IS 105W or ENGL
160W

(See *Writing Requirements*, page 206.)

Note: the Upper-Division Writing Exam is not an option for business administration majors.

Electives 0

Total 124-127

* DS 71, ECON 50, and ENGL 1 are used to satisfy General Education requirements.

** See certificate information for elective substitutes

Advising Notes

1. Students desiring more depth may also take MKTG 190 or 193. These courses count as free electives outside the requirements of the Marketing Option.
2. MKTG 188A and 188B constitute a block program and must be taken in sequence in the same semester, i.e., MKTG 188A is the first 7½ weeks and MKTG 188B is the second 7½ weeks.
3. Students may take a special "Marketing Plan" internship in lieu of MKTG 188B. The internship (MKTG 195, 3 units) must be taken in the same semester as MKTG 188A. A limited number of internships which qualify for this substitution will be made available at the beginning of the semester. All students should initially enroll in both MKTG 188A and MKTG 188B and, if successful in obtaining one of the available internships, drop 188B and add 195. The appropriateness of the internship as an alternative to 188B will be determined by the instructor, in consultation with the internship coordinator. Under no circumstance will a previously completed internship qualify for this substitution.
4. While a student can take up to 11 units of internships for degree credit, only one (1) MKTG 195 course of three (3) units can count in the option.
5. Independent study may not be used to replace or as a substitute for a regular class. See *Independent Study* in this catalog.

Certificate in Mass Communication and Journalism

To earn a Certificate in Mass Communication and Journalism, marketing students may take any four of the following courses (totaling 12 units) from:

Units

MCJ 142	
Advertising Procedures	3
MCJ 144	
Advertising Copy Writing	3
MCJ 146	
Advertising Media	3
MCJ 148	
Advertising Campaigns	3
MCJ 152	
Public Relations	3
MCJ 158	
Public Relations Writing	3

Note: These courses substitute for the marketing electives.

COURSES

Marketing (MKTG)

100. Marketing Concepts (4)

Recommended for first semester juniors. Prerequisites: upper-division standing. Prerequisite or corequisite: IS 105W or ENGL 160W. Learn how marketing activities such as pricing, promotion, packaging, and distributing goods and services in international, national, profit, not-for-profit, service, consumer, and industrial markets are used to facilitate satisfaction of consumer needs.

101. Marketing Information Systems (4)

Recommended early in the Marketing Option. Prerequisite: MKTG 100. Examination of the state-of-the-art marketing information systems, including the process of Internet marketing, database marketing, and leading marketing databases. This course also teaches how to conduct surveys and how to do data analysis. Covers on-line questionnaire design, Internet data search, commercial and public databases, and how to analyze databases.

103. Marketing Communication Tools (4)

Recommended early in the Marketing Option. Teaches communication and persuasion tools for presenting ideas, selling goods and services, and negotiating. An experiential framework prepares students for success in entry level jobs. Students learn presentation skills, how to create a resumé, and how to use a follow-up system.

110. Buyer Behavior (4)

Prerequisite: MKTG 100. Provides an understanding of consumers' (individual and industrial) behavior in the marketplace. Theory from sociology, anthropology, economics, and psychology is applied to behavior in the market place. This understanding is then translated into more effective marketing strategy and tactics. (3 lecture, 2 lab hours) (Formerly MKTG 102)

114. Distribution Management (4)

Prerequisite: MKTG 100. Systems approach to supply and distribution activities aimed at minimizing cost and maximizing customer service. Emphasis on role of transportation, warehousing, inventory control, order processing, materials handling, packaging, procurement, and information in logistics management.

115. Marketing Channels (4)

Prerequisite: MKTG 100. Analysis of the coalition of merchants, agents, and other institutions which together constitute the channel of distribution for consumer and industrial goods; emphasis on designing, operating, controlling, and evaluating channel structures in a competitive environment. Case studies and problem solving.

126. Purchasing and Materials Management (4)

Prerequisite: MGT 124. Purchasing and supply chain management planning, policies, and procedures; purchasing organization; sources of supply, pricing; contract negotiation; value analysis; traffic management; quality assurance; inventory management; public purchasing; and legal and ethical aspects of purchasing.

130. Retail Managing and Merchandising (4)

Location, price, and promotion topics are enhanced with the buying and merchandising process, including buying planned stocks, style merchandising, and accounting and controlling systems.

132. Promotion Practices and Principles (4)

Prerequisite: MKTG 100. The focus is on promotion as a communications process and the integration of promotional elements into the total strategy of the firm. Students examine what makes promotions work, when and where to promote, and how promotions utilize data from the Marketing Information System.

134. Entrepreneurial Marketing (4)

Prerequisite: MKTG 100. A practical look at building a marketing plan for the person or firm interested in the development of a new product or service. A key element of the course is a project; students build a detailed plan to solve marketing-related problems a business faces, whether old or new.

136. Sales Force Management (4)

Prerequisite: MKTG 100. Selection, retention, supervision, compensation, and termination of sales personnel are approached from a perspective of a middle manager who needs to employ modern behavioral and supervision techniques to build a motivated and productive sales force.

140. Export and Global Marketing (3)

Prerequisite: MKTG 100; (B A 174 required for International Business Option only.) Examination and evaluation of business policies and practices of firms engaged in world trade; the marketing area; organization, product, channels of distribution, marketing research, demand creation and other management problems. (Formerly MKTG 176)

188A. Marketing Plans and Strategy (2)

Prerequisites: MKTG 101, 103. Last semester senior standing. The focus of this course is on the strategic marketing planning process and procedures which lead to development of marketing plans. Topics covered include the marketing planning process, marketing audit, objective and strategy formulation, and development of tactical plans. (Formerly MKTG 188)

188B. Marketing in Action (2)

Prerequisites: MKTG 101, 103, and 188A. Focuses on the task of marketing management. In teams, students using theoretical concepts and planning procedures (learned in MKTG 188A) will analyze marketing cases and will develop a marketing plan blueprint for a real company. (See *Advising Note 2*.) (Formerly MKTG 188)

189T. Topics in Marketing (1-3; max total 6 if no topic repeated)

Prerequisite: senior standing or permission of instructor. Topics in advertising, consumer behavior, distribution, industrial procurement, marketing research, retailing, wholesaling.

190. Independent Study (1-3; max total 6)

See *Academic Placement — Independent Study*. Approved for *SP* grading.

193. Supervised Work Experience (1)

Open only to business majors. Prerequisite: permission of instructor. Work-study: learning through on-the-job experience in a business. Written reports. *CR/NC* grading only.

195. Internship (3; max total 6)

Prerequisite: permission of the internship coordinator. Requires 150 hours of work at a pre-qualified, academically-related work station (business, government or nonprofit agency). Reflective journal, final report, and work station evaluation. As a course substitution, prior departmental approval required. Only one internship may count toward option requirements. *CR/NC* grading only.

200 Series Courses

Graduate courses are listed under *Business — Graduate Program*.