

Marketing and Logistics



From left to right: Reza Motameni, Gerald Bryan, and Bill Rice discuss innovative packaging techniques in marketing.

The Department

The mission of the Department of Marketing and Logistics is to provide undergraduate and graduate students with the knowledge and professional skills to enable them to enter and succeed in a marketing career while making a positive contribution to both their profession and community. To accomplish this mission our emphasis is on excellence in teaching through practical application and the integration of current technology. The department is dedicated to providing students with opportunities for personal growth and professional development in a continually improving educational environment.

Building on marketing theories and concepts, all majors study the basics of marketing information systems, building exchanging relationships, personal communication, market segmentation, internet marketing, and strategic planning. In addition, students can explore special interest areas such as promotion, retailing, international marketing, services marketing, sales management, distribution management, and buyer behavior.

Marketing is the motor that powers our economy. Today marketing is also vital to all who are involved with the Internet. It is the process by which target markets are defined and selected, products developed, prices set, distribution channels determined, promotion developed, and after-sale customer service designed. When all of these elements are correctly mixed, the

firm is able to build long-lasting relationships with its customers.

Marketing is an exciting, fast-paced, dynamic field that offers career opportunities in internet marketing, marketing research, product design, retail and wholesale management, distribution, sales, sales management, purchasing, advertising and public relations, and marketing management. These exciting careers stimulate personal growth, challenge your creativity and imagination, and appeal to a variety of interests.

Faculty

The faculty of the Department of Marketing and Logistics bring together individuals who have studied and pursued business careers and teaching throughout the world. Case studies, experiential exercises, business and community service projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide students with practical applications in business. The combination of faculty expertise, teaching skills, research activities, and applied experience assures the student of receiving a quality education in marketing.

Faculty

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

The Craig School of Business

Department of Marketing and Logistics

Charles S. Sherwood, *Chair*

Linda R. Vail, *Department Administrative Assistant*

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B.S. in Business Administration

Option: Marketing

Certificate in Mass Communication and Journalism

Bachelor of Science Degree Requirements

Business Administration Major

All students in the 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 208.)

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 208.)

Marketing Option 23-24

Marketing and Logistics

MKTG 101; MKTG 103;
 MKTG 188A and MKTG
 188B (12)
 (See *Advising Note 1.*)
 Elect 11-12 units from the
 following: MKTG 110, 114,
 126, 130, 132, 134, 136,
 140, 195, or with depart-
 mental 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
 208.)

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

Electives 0

Total 124-127

* This total indicates that 9 units for DS 71,
 ECON 50, and ENGL 1 are being used to
 satisfy the General Education requirement of
 51 units.

** See certificate information for elective
 substitutes

Advising Notes

1. Marketing majors must take MKTG
 188A and 188B in the same semester. A
 marketing internship (MKTG 195)
 taken concurrently with MKTG 188A
 and approved by the course instructor
 may be substituted for 188B. Since not
 all internships qualify for this substitu-
 tion, students should initially enroll in
 both MKTG 188A and 188B. If suc-
 cessful in obtaining an approved inter-
 nship, 188B should be dropped and
 MKTG 195 substituted.

Certificate in Mass Communication and Journalism

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

	<i>Units</i>
MCJ 142 Advertising Procedures	3
MCJ 144 Advertising Copy Writing	3
MCJ 146 Advertising Media	3

MCJ 148
Advertising Campaigns

MCJ 152
Public Relations

MCJ 158
Public Relations Writing

Note: These courses substitute for the mar-
 keting electives.

COURSES

Marketing (MKTG)

100. Marketing Concepts (4)
 Recommended for first semester juniors.
 Prerequisites: upper-division standing. Pre-
 requisite or corequisite: IS 105W or ENGL
 160W. Learn how marketing activities such
 as pricing, promotion, packaging, and dis-
 tributing goods and services in international,
 national, profit, not-for-profit, service, con-
 sumer, and industrial markets are used to
 facilitate satisfaction of consumer needs.

101. Marketing Information Systems (4)
 Recommended early in the Marketing Op-
 tion. Prerequisite: MKTG 100. Examina-
 tion of the role of marketing research in
 management decision making, using the
 Internet as a source of information and as
 a marketing tool. Also covers the market-
 ing research process, including question-
 naire development, surveys, and how to
 understand and use statistical data analysis.

**103. Personal Communication
 Tools in Marketing (4)**
 Recommended early in the Marketing Op-
 tion. Teaches communication and persua-
 sion tools for presenting ideas, selling goods
 and services, and negotiating. An experien-
 tial framework prepares students for suc-
 cess 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 un-
 derstanding of consumers' (individual and
 industrial) behavior in the marketplace.
 Theory from sociology, anthropology, eco-
 nomics, and psychology is applied to behav-
 ior in the market place. This understanding
 is then translated into more effective mar-
 keting strategy and tactics. (3 lecture, 2 lab
 hours) (Formerly MKTG 102)

**114. Logistics
 and Marketing Channels (4)**
 Prerequisite: MKTG 100. Analyzes how
 firms utilize distribution intermediaries to
 gain a competitive advantage. Examines

the management of the physical flow of
 products and information throughout the
 entire supply chain, including warehous-
 ing, transportation, inventory control, and
 purchasing. Also considers how intermedi-
 aries (e.g. wholesalers, agents, and retail-
 ers) combine into alternative marketing
 channels to permit the firm to reach a
 variety of target markets.

**126. Purchasing and
 Materials Management (4)**
 Prerequisite: MGT 124. Purchasing and
 supply chain management planning, poli-
 cies, and procedures; purchasing organiza-
 tion; sources of supply, pricing; contract
 negotiation; value analysis; traffic manage-
 ment; quality assurance; inventory man-
 agement; 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 merchan-
 dising process, including buying planned
 stocks, style merchandising, and account-
 ing 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 ele-
 ments 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 Mar-
 keting 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, reten-
 tion, supervision, compensation, and ter-
 mination of sales personnel are approached
 from a perspective of a middle manager
 who needs to employ modern behavioral
 and supervision techniques to build a mo-
 tivated and productive sales force.

140. Export and Global Marketing (3)
 Prerequisite: MKTG 100; (B A 174 re-
 quired for International Business Option
 only.) Examination and evaluation of busi-
 ness 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. Students will use concepts studied in MKTG 188A to complete a marketing planning project for a business or non-profit organization. (See *Advising Note 1.*) (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.

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*.

Special Option for the Bachelor of Science in Business Administration

The special option for the Bachelor of Science degree in Business Administration provides an opportunity for students who are well grounded in the core areas of study required for the undergraduate degree in Business Administration to individualize a course of study not accommodated by any of the ten standard areas of specialization. The special option is offered for students who want to correlate studies in two or more areas of business and is not intended as a means of bypassing normal graduation requirements.

Students requesting a special option must obtain application forms from the Office of Undergraduate Student Services in the Craig School of Business. On these forms, the student must do the following:

1. Prepare a statement giving their reason for desiring a special option in terms of academic and professional goals and why these goals cannot be met through any of the standard options in business.
2. Develop a specific list of courses which would, in their opinions, lead to the stated academic and professional goals.
3. Secure the signed approval from the Office of Undergraduate Student Services, as well as from a faculty adviser, all department chairs in the business areas from which the option courses are drawn.

Students must submit the foregoing material to the Office of the Dean of the Craig School of Business for final approval.

Bachelor of Science Degree Requirements

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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 208.)

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 208.)

Option requirements 24

Coursework in the specialized area must be approved in advance by a faculty adviser, all department chairs in the business areas from which the option is drawn, and the Office of the Dean of the Craig School of Business.

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 208.)

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

Total 125-126

* This total indicates that 9 units for DS 71, ECON 50, and ENGL 1 are being used to satisfy the General Education requirement of 51 units.