

# Marketing and E-Business



*Dr. William E. Rice looks on during the GMMI (General Motors Marketing Internship) promotional event which included the challenge of the rock climbing wall.*

The Craig School of Business

## Department of Marketing and E-Business

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## B.S. in Business Administration

Options:

- E-Business
- Marketing

## Certificate in E-Business

## Certificate in Mass Communication and Journalism

## Certificate in Marketing

ment, law, and information systems are emphasized. This option is appropriate for those who plan to seek managerial positions with e-business enabled firms including retailers, manufacturers, high-tech firms, management consulting firms, financial markets, and service providers.

## Faculty

The faculty of the Department of Marketing and E-Business 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.

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

## Marketing and E-Business

The Department of Marketing and E-Business offers two options within the Bachelor of Science in the Business Administration degree program: marketing and e-business. In addition, three certificates are offered: e-business, marketing, and mass communications and journalism. The mission of the department is to provide undergraduates and graduate students with the knowledge and professional skills to enable them to enter and succeed in a marketing career, and to make a positive contribution to both their profession and community. In addition, the department administers the interdisciplinary option in e-business utilizing courses in marketing, management, finance, business law, and information systems. Emphasis is on excellent 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.

## The Marketing Option

Marketing is the process by which organizations define and select target markets, design products and services, set prices, determine distribution channels, develop promotions, and design after-sale customer service. When all of these elements are correctly mixed, the firm is able to build long term relationships with its customers. Building on marketing theories and concepts, marketing students study the basics of marketing information systems. They also learn about exchanging relationships, personal communication, market segmentation, In-

ternet 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. Particular emphasis is placed on marketing applications through service-learning experiences, hands-on projects with local companies, and semester long internships. Marketing is an exciting, fast-paced, dynamic field that offers career opportunities in e-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.

## The E-Business Option

The widespread dissemination of information technology and the proliferation of electronic commerce among businesses and consumers coupled with the increasing use of the Internet have created a whole new way of doing business for organizations large and small. The Internet is transforming business relationships between customers and suppliers and changing the competitive dynamics of the marketplace. The overall purpose of this highly interdisciplinary option is to provide a cohesive educational program that emphasizes how information and technology are incorporated into almost every business process in an organization. The option facilitates students' understanding of the new ways of doing business in the digital economy. Applications in marketing, finance, supply chain manage-

# Marketing and E-Business

## 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; BA 18; CSB 50; DS 71, 73; ECON 40 or AGECE 1; ECON 50; ENGL 1; IS 52, 52L  
(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 or 100S  
(See *Statement on Prerequisites*, page 208.)

### Option requirements ..... 23-24

Two options, marketing and e-business, are offered by the department as part of the Business Administration major.

### 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 209.)

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

### Total ..... 124-126

\* 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.

## Options

The two options available to students are outlined in the copy that follows. The completion of the 23-24 units as required by the option, the General Education requirements, special course requirements, and the electives (which may include a minor), total the 124-126 units required for the Bachelor of Science in Business Administration.

*Units*

### Marketing Option

(A grade of C or better must be earned for each course used to satisfy the courses in the marketing option.)

MKTG 101; MKTG 103; MKTG 188A and MKTG 188B ..... (12)

(See *Advising Note 1.*)

Select 11-12 units from the following: MKTG 90 or 153; MKTG 110, 114, 126, 130, 132, 134, 136, 140, 144, 189T, 195, or completion of Certificate in Mass Communication and

Journalism ..... (11-12)

### Total ..... 23-24

### E-Business Option

(A grade of C or better must be earned for each course used to satisfy the courses in the e-business option.)

MKTG 90; approved Independent Study (190) or Internship (195) ..... (6)

Select 6 courses of the following: IS 106, 158, 162; MKTG 153; FIN 154; BA 163; MGT 152, 158; or courses approved by option coordinator or department chair ..... (18)

### Total ..... 24

### 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 substitution, students should initially enroll in both MKTG 188A and 188B. If successful in obtaining an approved internship, 188B should be dropped and MKTG 195 substituted.

## Requirement for Certificate Programs

Before entering a program, students will need to demonstrate that they have foundation knowledge of business practices and possess good writing skills. Prior approval of the certificate program coordinator or the department chair is required. Students need to meet one of the following criteria:

1. be currently admitted to California State University, Fresno, or
2. have a bachelor's degree in any field from an accredited institution, or
3. have an associate of arts from a two-year accredited college and a minimum of two years of business experience.

*Units*

### Certificate in Marketing

MKTG 100 or 100S, 103 ..... 8

Select two of the following:

MKTG 101, 110, 114, 130, 132, 140, 144, 188A&B, or approved 189T ..... 7-8

### Total ..... 15-16

### Certificate in E-Business

MKTG 90 ..... 3

Select four of the following:

IS 106, 162; MGT 152, 158; MKTG 153; FIN 154; BA 163; approved Independent Study (190) or Internship (195); or courses approved by option coordinator or department chair ..... 12

### Total ..... 15-16

### Certificate in Mass Communication and Journalism

To earn a Certificate in Mass Communication and Journalism, marketing students may take any four of the following advertising and public relations courses (totaling 12 units): MCJ 142, 144, 146, 148, 152, 158

### Total ..... 12

## COURSES

### Marketing (MKTG)

#### 90. Introduction to E-Business (3)

E-business foundations; information technology infrastructure; new marketing and business models; financial, legal, and global implications; supply chain and enterprise resource planning. (Formerly MKTG 189T)

**100 or 100S. Marketing Concepts (4)**

Recommended for first semester juniors. 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. S sections include a service-learning requirement (*see page 47*.)

**101. Marketing Information Systems (4)**

Recommended early in the Marketing Option. Prerequisite: MKTG 100 or 100S. Examination 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 marketing research process, including questionnaire development, surveys, and how to understand and use statistical data analysis.

**103. Personal Communication****Tools in Marketing (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 résumé, and how to use a follow-up system.

**110. Buyer Behavior (4)**

Prerequisite: MKTG 100 or 100S. 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. Logistics and Marketing Channels (4)**

Prerequisite: MKTG 100 or 100S. 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 warehousing, transportation, inventory control, and purchasing. Also considers how intermediaries (e.g. wholesalers, agents, and retailers) 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, 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 or 100S. 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 or 100S. 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 or 100S. 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 or 100S; (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.

**144. Services Marketing (4)**

Prerequisite: MKTG 100 or 100S or permission of instructor. Service strategies in

industries representing 75 percent of the national job market, including telecommunications, healthcare, financial services, fine arts, professional services, distribution, entertainment, and not-for-profit organizations. Emphasis is on the distinctive approach necessary for successful long-term marketing of services. (Formerly MKTG 189T)

**153. E-Marketing (3)**

Prerequisite: MKTG 100 or 100S or MKTG 90. Use of the Internet as a source of marketing information and as a marketing tool; Internet and database marketing; issues related to designing and promoting an e-business site and attracting customers.

**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 *RP* 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*.