

# Marketing and E-Business

The Craig School of Business

## Department of Marketing and E-Business

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## B.S. in Business Administration

Option:

- Marketing

## Certificate in Mass Communication and Journalism

## Certificate in Marketing

## Marketing and E-Business

The Department of Marketing and E-Business offers the marketing option within the Bachelor of Science in the Business Administration degree program. In addition, two certificates are offered: 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. 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.



*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 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, 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. 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.

## Faculty

The faculty members 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.

Donald N. Stengel, *Chair*

Douglas A. Cords

Reza Motameni

Beng S. Ong

William E. Rice

**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, in addition to the university's General Education requirements, demonstrate computer competency, complete a seven-course group of pre-business courses, six or seven courses of upper-division core, 23 to 24 units in an area of specialization or option, and an integrative course requirement.

Computer literacy and computer software competency are considered essential to success in the program, which is heavily oriented in the use of technology. The pre-business courses include material considered essential for further study in business. The upper-division core courses 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.

**Demonstration of computer competency.** Complete IS 52 and 52L or equivalent courses with a grade of C or better or achieve a passing score on the CSB computer competency waiver examination. See "computer competency waiver exam" at [www.craig.csufresno.edu/Student\\_Info/USS/](http://www.craig.csufresno.edu/Student_Info/USS/).

Units

**Pre-Business requirements ..... 16\***  
 ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGECE 1; ECON 50;  
 (See *Pre-Business Policy*, page 215.)

**Upper-division core requirements ..... 24**  
 DS 123; FIN 120; IS 130; MGT 110 or 104-106, MGT 124; MKTG 100 or 100S

**Option requirements ..... 23-24**  
 The department offers the Marketing option as part of the Business Administration major

**General Education requirements ..... 51**  
**Grade Requirement**

A grade of C or better must be earned for each course used to satisfy the requirements for the major.

**Upper-division writing skills requirement ..... 3-4**

Business majors must select either BA 105W or ENGL 160W (See *Writing Requirements*, page 215.)

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

**Integrative course requirement ..... 3-4**  
 See individual option requirements

**Total ..... 120-123**

\*This total indicates that 6 units for DS 71 and ECON 50 are being used to satisfy the General Education requirement of 51 units.

**Option**

The option available to students is 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 120-123 units required for the Bachelor of Science in Business Administration.

Units

**Marketing Option**  
 MKTG 101; MKTG 103 ..... (8)  
 Select 15-16 units from the following:  
 MKTG 90, 110, 114, 126, 130, 132, 136, 140, 144, 150, 153, 189T, 195. A marketing-related course outside the department approved by the department chair may count toward 3-4 units of this requirement. Completion of Certificate in Mass Communication and Journalism may count toward 12 units of this requirement ..... (15-16)

**Total ..... 23-24**

**Integrative course requirement ..... 4**  
 MKTG 188

**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 7-8 units from the following: MKTG 101, 110, 114, 130, 132, 140, 144, 150, 188, or approved 189T ..... 7-8  
**Total ..... 15-16**

*Certificate in Mass Communication and Journalism (Marketing Option students only)*  
 Select four of the following: MCJ 142, 144, 146, 148, 152, 158  
**Total ..... 12**

*Certificate in Marketing (Mass Communication and Journalism Option students only)*  
 MKTG 100 or 100S ..... 4  
 Select 8 units from the following: MKTG 101, 103, 110, 130, 132, 144, 150 ..... 8  
**Total ..... 12**

## Marketing and E-Business

### COURSES

#### Marketing (MKTG)

**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)

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

Recommended for first semester juniors. Prerequisite or corequisite: BA 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 45*).

**MKTG 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.

**MKTG 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.

**MKTG 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)

**MKTG 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.

**MKTG 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.

**MKTG 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.

**MKTG 136. Sales Force Management (4)**

Prerequisite: MKTG 100 or 100S, 103. 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.

**MKTG 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.

**MKTG 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)

**MKTG 150. Sports Marketing (3)**

Prerequisite: MKTG 100 or 100S. Development and application of marketing strategies in sports and sports-related industries. Focuses on research, segmentation, product development, pricing, sponsorships, consumer behavior, licensing, branding, and promotions in sports venues.

**MKTG 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.

**MKTG 188. Strategic Planning in Marketing (4)**

Prerequisites: MKTG 101, 103. Last semester senior standing. Integration of marketing with other functional areas of business. Focus is on strategic planning process and procedures leading to development of marketing plans, including financial analysis and budgeting. (Formerly MKTG 188A-B)

**MKTG 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.

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

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

**MKTG 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. When completing more than one internship for credit, students are required to do so in different sectors (business, government or nonprofit.) Reflective journal, final report, and work station evaluation. *CR/NC* grading only.

**MKTG 200 Series Courses**

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