

Marketing and Logistics

The Craig School of Business

Department of Marketing and Logistics

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B.S. in Business Administration

Options:

- Marketing
- Logistics and Supply Chain Strategies

Certificate in Mass Communication and Journalism

Certificate in Marketing

Certificate in Logistics and Supply Chain Strategies

Marketing and Logistics

The Department of Marketing and Logistics offers two options within the Bachelor of Science in the Business Administration degree program: (1) Marketing and (2) Logistics and Supply Chain Strategies. In addition, three certificates are offered: the Certificate in Marketing, the Certificate in Logistics and Supply Chain Strategies, and the Certificate in and Mass Communications and Journalism. The mission of the department is: "While maintaining the AACSB accreditation, become a preeminent department of applied marketing. Create alliances with the local business community to give our students 'real world' experiential learning in order to successfully compete with all major universities in California." Emphasis is on excellent teaching through practical application and the integration of cutting-edge 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, positioning strategies, Internet marketing, and marketing strategic planning. In addition, students can explore special interest areas such as promotion, retailing, international marketing, services marketing, logistics and supply chain strategies, sales management, distribution management, buyer behavior, and sports marketing. Particular emphasis is placed on marketing applications through experiential learning projects, 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 Logistics and Supply Chain Strategies Option

Logistics is associated with the movement, storage, and handling of materials and finished products. The option will also take into consideration the movement of agricultural commodities, fresh and processed foods, and managerial and safety issues pertinent to transportation and storage of agricultural commodities. Logistics includes all of the activities focused on efficiently moving goods to the right place at the right time. Logistics has come to be regarded as a key determinant of business competitiveness. Companies are substantially improving their competitiveness and productivity by overhauling their internal logistics and by more effectively managing their external links with suppliers and customers. The aim is to learn how to optimize the distribution of freight and freight-flow information from manufacturer to consumer, using advanced information systems and expertise to reduce inventories, cut transportation costs, speed delivery, and

improve customer services. The current and long-term projected demand for logistics managers at all levels is very high. Currently logistics is the second largest employment sector in the United States. Logistics management offers everything that is expected in an ideal career including better than average salaries and advancement opportunities. The type of organizations that employ logistics managers include manufacturing firms, wholesalers, distributors, service institutions, and transportations firms.

Faculty

The faculty of the Department of Marketing and Logistics is composed of individuals who have studied and pursued business careers and teaching extensively 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.

Reza Motameni, *Chair*

Douglas A. Cords

Beng S. Ong

William E. Rice

Andy W. Stratemeyer

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/.

Units

Pre-Business requirements..... 16*

ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGE 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 100S

Option requirements..... 23-24

The department offers two options: (1) Marketing and (2) Logistics and Supply Chain Strategies 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 4

MKTG 188

Total 121-123

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

Options

The 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 120-123 units required for the Bachelor of Science in Business Administration.

Marketing Option

Take the following courses:

MKTG 101, 103, 110, and 132 (16)

Select 7 or 8 units from the following:

MKTG 90, 114, 115, 126, 130, 134, 136, 140, 144, 150, 153, 189T,

195 (7-8)

Total 23-24

Units

Logistics and Supply Chain Strategies Option

Take the following courses:

MKTG 101, 103, 114, and 115 (16)

Select 7-8 units from the following:

MKTG 126, 190, 195; MGT 152, 158; and IS 140 (7-8)

Total 23-24

Units

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.

Note: a grade of C or better in each course is required.

Certificate in Marketing

Units

Take the following courses:

MKTG 100S, 103 8

Select 7-8 units from the following:

MKTG 101, 110, 114, 130, 132, 134, 140, 144, 150, 153,

188, or approved 189T 7-8

Total 15-16

Certificate in Logistics and Supply Chain Strategies

Take the following courses:

MKTG 100S, 114, 115, 126 and 195

Total 19

Certificate in Mass Communication and Journalism

(Marketing Option students only)

Select four of the following courses:

MCJ 142, 144, 146, 148, 152, 158.

Units may not be applied toward the Marketing Option.

Total 12

Certificate in Marketing

(Mass Communication and Journalism

Option students only)

Take MKTG 100S 4

Select 7-8 units from the following:

MKTG 101, 103, 110, 130,

132, 144, 150 7-8

Total 11-12

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 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 *Civic Engagement and Service-Learning*, page 30.) (Formerly MKTG 100 or 100S)

MKTG 101. Marketing Information Systems (4)

Recommended early in the Marketing Option. Prerequisite: a grade of C or better in MKTG 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. Prerequisite: a grade of C or better in MKTG 100S. Teaches communication and persuasion tools for presenting ideas, selling goods and services, and negotiating. An

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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: a grade of C or better in MKTG 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. Principles of Logistics and Supply Chain Strategies (4)

Prerequisite: a grade of C or better in MKTG 100S. Analyzes how firms utilize collaborative distribution intermediaries to gain a competitive advantage in local and global markets through integration of logistics and SCM. Examines the management of the physical flow of products and information throughout the entire supply chain. Other topics: plant and warehouse location analysis, transportation, fleet, warehousing, and storage management.

MKTG 115. Global Channels Technologies (4)

Prerequisite: a grade of C or better in MKTG 114. Operating, controlling, and evaluating integrated logistics and supply chain management-oriented channel structures for globally competitive environments. Customer service and CRM, security, and privacy. Inbound and outbound traffic management. Export/import logistics and procedures. Introduction and demonstration of ERP (e.g., SAP, Oracle/PeopleSoft, J.D. Edwards, and Microsoft Dynamics supply chain management softwares.)

MKTG 126. Purchasing and Materials Management (4)

Prerequisite: a grade of C or better in MGT 114. 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.

MKTG 130. Retail Managing and Merchandising (4)

Prerequisite: a grade of C or better in MKTG 100S. 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: a grade of C or better in MKTG 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 134. Entrepreneurial Marketing (4)

Prerequisite: a grade of C or better in MKTG 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.

MKTG 136. Sales Force Management (4)

Prerequisite: a grade of C or better in MKTG 100S and 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: a grade of C or better in MKTG 100S; (BA 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: a grade of C or better in MKTG 100S. Service strategies in industries representing 75 percent of the national job market, including telecommunications, health-care, 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: a grade of C or better in MKTG 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: a grade of C or better in MKTG 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: a grade of C or better in MKTG 101 and 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*.