

# ***Marketing***

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*Dean: Dr. Randy Frye*

The School of Business carefully blends a high-caliber, technical business education with a broad-based, integrated liberal arts education, that yields graduates who become talented and successful business and non-profit sector professionals; respect human life and cherish life-long learning; promote moral, spiritual, and social development; practice appropriate personal and professional ethical behavior; communicate clearly; and recognize their responsibilities to family and community.

The School of Business offers the Bachelor of Science degree in Business Administration with majors in accounting, economics, finance, management, management information systems, and marketing. All business programs are supported by a Common Business Core (CBC) that provides coursework in areas fundamental to a broad-based business education and includes courses in accounting, economics, business communication, finance, the legal environment of business, management, marketing, production and operations management, statistics and strategic management. The CBC will also develop the skill competencies and themes of undergraduate business education at Saint Francis University. The skill competencies are effective communication; creative, critical thinking, and mathematical thinking; human relations and teamwork; and productive use of information (computer) technology. The unifying themes of undergraduate business education at Saint Francis University are global business, understanding and appreciating diversity, fostering empirical links with the business community (realism), making connections across business functions and disciplines, and seeing the ethical dimensions of business practices and decisions.

The Marketing program prepares students for careers in sales, marketing research, advertising, retailing, and marketing management. The program emphasizes a strong business core combined with advertising, consumer behavior, marketing research, international marketing, and marketing management.

## **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

### **MARKETING MAJOR**

#### **MAJOR REQUIREMENTS**

Marketing 302, 320, 321, 403, and 404; Accounting 101, 102; Business 101; Business Law 301; Communications 310; Computer Science 101; Economics 101, 102; English 208; Finance 202; Management Information Systems 102; Management 101, 102, and 401; Mathematics 111 or higher; Statistics 301, 302; and two courses from Communications 205, 308; or Finance 310; or Management Information Systems 342, 345; Management 206; or Marketing 398-399, 409, 501.

**Minor in Marketing:** Marketing 302, 320, 321, 403, 404; Communications 310.

## MARKETING — COURSE DESCRIPTIONS

### **302. Marketing (3 credits)**

Nature and work of marketing management which organizes, directs and controls the functional specialties of marketing. Principles, trends and policies of marketing environment, governmental regulation, marketing research, and social evaluation. *Spring.*

### **320. Consumer Behavior (3 credits)**

An integrated analysis of individual and environmental influences on consumer decision making, purchase, and consumption behaviors, with strong emphasis on implications for developing, executing, and assessing a marketing strategy. *Prerequisite: Marketing 302. Fall.*

### **321. Marketing Research (3 credits)**

This course is a study of the scientific process of problem solving in a marketing context. It includes concepts of problem definition, hypotheses generation, questionnaire development, research design, implementation, analysis, and interpretation of statistical findings. *Prerequisites: Marketing 302. Fall.*

### **398-399. Marketing Internship (3-15 credits)**

The integration of classroom theory with practical work experience under which students have specific periods of attendance at college and specific periods of employment, either full or part-time, with or without pay. Credit may vary from three to 15 credits, depending upon the internship, but no more than nine credits may be counted toward major elective requirements, with additional credits counted as free electives. Open only to Marketing majors, with approval of the chair of the department and the Provost. *Marketing 401, 402. Fall, Spring, Summer.*

### **401 Principles of Selling and Sales Force Management (3 credits)**

This course is designed to discuss the strategic and tactical aspects of sales force management. The course will focus on how sales managers develop their sales plans to meet the companies objectives, how they organize their teams, motivate and compensate them, and finally, the type of leadership skills needed for good sales force management. The course is appropriate for students who work for companies whose revenues and profits depend upon a productive sales force.

### **402 Integrated Marketing Communications (3 credits)**

The students have already studied general marketing principles. We will discuss the strength of building brand relationships and brand value that is achieved through integrated marketing communications (IMC) in promotions management. *Prerequisite: MKTG 302.*

### **403. International Marketing (3 credits)**

Problems international business people must deal with and the ways they may be analyzed and resolved via case studies. Institutions, principles and methods; effects of national differences on marketing practices; exporting and importing; assessing international markets; and organization for international marketing focusing on distribution, promotional, and pricing problems faced by firms engaging in world trade. *Prerequisite: Marketing 302. Fall.*

### **404. Marketing Management (3 credits)**

Capstone marketing course that includes the essentials of marketing management, analysis of marketing problems and cases, and the development of marketing plans. *Prerequisites: Marketing 302, 320 and 321. Spring.*

### **409. Special Topics in Marketing (1-3 credits)**

Exploration in depth of selected areas in management not currently offered in the curriculum. *Spring.*

### **501. Independent Study in Marketing (1-8 credits)**