

HARRIS-STOWE
STATE UNIVERSITY

ANHEUSER-BUSCH SCHOOL OF BUSINESS

Revised Bachelor of Science in Marketing

Submitted to

Mr. Kenneth Bowmen, Chair

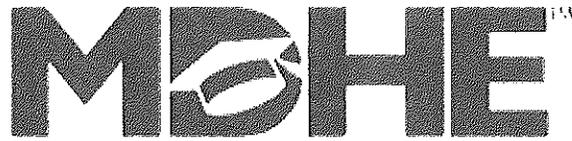
Educational Policies, New Programs, and Curriculum Committee

For Evaluation and Recommendation

By:

Fara Zakery, Dean
Anheuser-Busch School of Business

March 5, 2015



Missouri Department of Higher Education

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NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Harris-Stowe State University

Program Title: Marketing

Degree/Certificate: Bachelor of Science (B.S.)

Options: None

Delivery Site(s): Harris-Stowe State University

CIP Classification: 5214

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: Fall 2015

Cooperative Partners: None

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Dr. Dwyane Smith, Vice President of Academic Affairs

1-27-2015

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B.S. Degree in Marketing Proposal

EXECUTIVE SUMMARY

In response to the mission of Harris-Stowe State University and the Anheuser-Busch School of Business to expand program offerings to the underrepresented population and to respond to current market demand for various marketing areas of specialties, the school of business has completed a proposal to offer a Bachelor of Science degree in Marketing. This document presents the rationale, objectives and resources required to create a B.S. degree in marketing at Harris-Stowe state University.

Currently, the University offers a B.S. in Business Administration with option in Marketing. The major rationale for this proposal is to offer a stand-alone degree program in Marketing that allow students to be more marketable and compete in the job market with marketing graduates of other universities. Students are better served by receiving a Bachelor of Science degree in Marketing, rather than, Bachelor of Science in Business Administration with option in Marketing. Based on the Bureau of Labor Statistics, the employment of marketing managers in different area of marketing specializations is expected to increase faster than average by 2022.

By any measure, the Marketing Concentration in Business Administration is equivalent to receiving a Bachelor of Science in Marketing. Secondly, prospective students, employers and graduate schools place a higher premium on Marketing Degree as opposed to a concentration within Business Administration Degree. A Bachelor of Science in Marketing will confer a higher level of recognition on our graduates, Harris-Stowe State University and Anheuser-Busch School of Business. Offering a stand-alone major in marketing will eliminate confusions associated with the current Marketing concentration as an option.

Through this offering, the structure of business programs in the Anheuser-Busch School of Business will compare favorable to those of other known Schools of Business in the United States. This proposal will add value to the school of business programs towards future accreditation. Moreover, the resource requirements for this significant change are minimal. There are currently sufficient numbers of students to support a Marketing Major, and a full-time dedicated and qualified Marketing Faculty is already in place in the school of business to lead the program.



OBJECTIVES OF THE MAJOR

RATIONALE FOR THE STAND-ALONE MARKETING DEGREE PROGRAM:

The major rationale for this proposal is that students completing the stand-alone Marketing degree would be more marketable and are better served by receiving a Bachelor of Science degree in Marketing, rather than, Bachelor of Science in Business Administration with concentration in Marketing. Based on the Bureau of Labor Statistics, the employment of marketing managers in different area of marketing specializations is expected to increase faster than average by 2022.

Marketing is a discipline independent and distinct from other business fields or functions to the extent that it provides students with unique business perspectives. A major in Marketing provides students with the scope and nature of marketing functions of business organizations in regards to analysis of environmental factors influencing marketing decisions, types of markets and market opportunities. Furthermore, students are provided with managerial factors and processes used to plan, execute and control marketing actions. Lastly, it prepares students for a career in Marketing, both in government and in the private sectors.

There are major pedagogical differences and orientations that exist between Marketing and other Business Disciplines. The program focuses on marketing theories, methods, and practices that warrant a stand-alone Bachelor of Science Degree in Marketing. Consequently, the larger number of students enrolled in the Marketing Option in the General Business Administration program would better be served through receiving a Bachelor of Science in Marketing rather than a Bachelor of Science in Business Administration with a concentration in Marketing. A degree in Marketing will confer greater market distinction and recognition on graduates and eliminate the confusion that is associated with an option in Business Administration degree.

A qualified Marketing Faculty is in place to assure the delivery of basic, intermediate and advanced courses in the program.



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Establishing a Major in Marketing will allow the Marketing Faculty to focus more specifically on the discipline. This helps to create a higher level of identification with the field of Marketing, and furtherance of Scholarship in Marketing.

MARKET DEMAND FOR MARKETING MAJOR

According to the Bureau of Labor Statistics- Occupational Employment Projections, 2012-2022 which is posted on the Bureau of Labor Statistics Website January 28, 2015, 2010? The employment of marketing research managers occupations is expected to increase by 32% (much faster than average) resulting in 131,500 new jobs over the 2012-2022 projection period. The employment of marketing manager, advertising and promotion occupations is expected to increase by 12% resulting in 25,400 new jobs, and the employment of logistics (channel of distributions) is expected to increase by 22% which is much faster growing than average, resulting in 27,600 new jobs over the 2012-2022 projection period.

It should not come as a surprise to find that most of the State Supported Colleges and Universities, with an undergraduate business degree, offer a Marketing Major. Moreover, this major is one of the popular business majors among students. Such is a glaring example, as Anheuser-Busch School of Business houses on average more than 60 students with a concentration in Marketing. The table below illustrates the data:

NUMBER OF STUDENTS IN PROGRAMS OFFERED BY SCHOOL OF BUSINESS

Discipline	Year 2013	Year 2014
Accounting	66	65
Business Administration	76	81
Business Administration - Entrepreneurship Option	48	45
Business Administration - Management Option	93	77
Business Administration -Marketing Option	66	56
Health Care Management	62	76
Hospitality and Tourism Management	15	9
Information Science and Computer Technology	25	23
Computer Studies Options	16	17
Management Information System	25	23

Note: Data extracted from the 2013-2014 Fact Book

The current level of interest and demand of those students who are seeking a career and a degree in marketing, and to meet the market demand for marketing managers workforce talent justifies the creation of a stand-alone Major in Marketing. Having a degree in marketing provides a clearer identity and will increase the attraction of students interested in Marketing to the Business School. Thus, it could be confidently projected that the creation of a Marketing Degree not only will increase the Marketing Degree enrollment, but ultimately results in growth of enrollment of the School of Business.

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	40	47	54	59	65
Part Time	20	20	20	20	20
Total	60	67	74	79	85

Please provide a rationale regarding how student enrollment projections were calculated:

Student enrollment projection is based on the average enrollment of other business programs, classroom occupancy and instructional resources.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

Creation of a stand-alone program in Marketing is in response to the mission of the Harris-Stowe State University and Anheuser-Busch School of Business in expanding program offering to underrepresented population, and the current level of interest and demand of those students who are seeking a career and a degree in marketing, and to meet the market demand for marketing managers workforce. Having a degree in marketing provides a clearer identity and will increase the attraction of students interested in Marketing to the Business School. Thus, it could be confidently projected that the creation of a Marketing Degree not only will increase the Marketing Degree enrollment, but ultimately results in growth of enrollment of the School of Business.



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DUPLICATION AND COLLABORATION

There are two HBCUs (Historically Black Colleges and University) in the State of Missouri, Harris-Stowe State University and Lincoln University. Lincoln University is located in Jefferson City Missouri. There are a couple of hours of driving distance between the two institutions, leaving Harris-Stowe State University as the only HBCU institution catering affordable, accessible and quality program to an underrepresented urban population. Harris-Stowe State University is surrounded by several private universities. However, the cost of education of these universities is among the highest in Missouri and the nation.

The proposed B.S. in Marketing Program at Harris-Stowe State University will provide access to a science degree for the residents of the urban community who aspire to enter the field of marketing and are unable to financially pursue it at another institution of higher education.

The delivery of the B.S. Degree in Marketing Program at Harris-Stowe State University will involve a cooperative articulation with the St. Louis Community College System, similar to the other programs offered by the school. The program also will seek articulation with other institutions and community colleges in the geographic area.

A student graduating from a junior college with an Associate Degree is typically eligible to continue their studies towards a Bachelor Degree at Harris-Stowe State University. Those students interested in majoring in marketing will easily be able to distinguish the necessary requirements for such a degree.



STRUCTURE OF THE MAJOR

The Anheuser-Busch School of Business currently offers an option in Marketing. The proposed stand-alone degree in Marketing Program is not significantly different from the program that is currently in place. Many of the required courses remain the same. A few have been modified and updated to include more current subject materials. Some courses with overlapping content have been merged to create new courses.

The proposed curriculum for the Marketing degree requires 44 credit hours of general education, 51 credit hours of required business core curriculum and 25 credit hours of specialized marketing curriculum. The specialized marketing curriculum includes 16 credit hours of required marketing courses and 9 credits of elective courses. These elective courses are offered in a variety of areas within marketing discipline. To assure that students take courses that best suit their interests and needs.

PROPOSED ADMINISTRATIVE STRUCTURE

The administrative structure of the proposed Marketing Major will not differ from the structure that has been employed for other majors. Based on the business school's accrediting agencies requirement, each program and specialization offered by the school requires a minimal of one doctorally or professionally qualified faculty. Currently, the school of business has one full-time Marketing Faculty (Dr. Ndoma-Ogar) and a group of adjunct marketing faculty. Faculty will be assigned responsibilities for each of the tracks and students advisement as part of the regular faculty responsibilities.

RESOURCE REQUIREMENTS

In the preliminary short-term planning process, the current faculty resources will be utilized to staff the program. As the major develops and attracts more students to the school, additional faculty lines are necessary to staff the program. At this time, the current library material for references is sufficient for the program growth and development.



EQUIPMENT AND SUPPLY

The equipment and supplies currently available for the Marketing option are equally sufficient for the B.S. Degree in Marketing.

LIBRARY AND NON-PRINT MEDIA

A major in Marketing will not require additional resources. There is an excellent non-print media collection in the Harris-Stowe Library available to both faculty and students. DVDs and video cases provide an excellent means of bringing abstract textbook material to life. In Marketing Management, discs and video cases are presented to students to analyze and prepare strategic plans for real companies. Consumer Behavior (aka Consumer Marketing) uses discs and videos to illustrate consumption patterns and anomalies. Even the basic marketing course is enhanced through the use of videos and discs as each new marketing concept is introduced and discussed. The AT&T Library is highly equipped with a top-of-the-line electronic classroom which promotes rich lectures in the marketing.

The library has most of the major journals in Marketing, or at least access through an inter-library loan system. As the major in Marketing develops and attracts more students, the resources in the library will have to be maintained and upgraded to meet the increased demand. For now, the software available in the computer labs is adequate. Many faculty members use software that is bundled with the students' textbooks. The hardware in the lab, in Anheuser-Busch School of Business accommodates a wide range of soft-wares. Peripheral software such as word processors or spreadsheets is currently available to students in the labs. The Capstone course will use business simulation software. These software are available from the textbook publishers provided and run on standard PC equipment. No additional resources are needed at this time. Marketing Research Course will utilize Standard Statistical Software such as (SPSS or Minitab). The Marketing Faculty are increasingly utilizing computer based exercises to reinforce classroom instructions. This trend is expected to increase across all disciplines.



OFFICE SPACE AND SPECIALIZED FACILITIES

The Anheuser-Busch School of Business has a few additional office spaces for future increase in the number of full-time faculty in the school. There is also no need for specialized facilities.

SUPPORT STAFF

The staff being utilized now is adequate. No additional staff needed at this time.

SUMMARY OF IMPACT ANALYSIS

There are approximately 60 students on average who have matriculated into Marketing Option. The current Marketing Option is a popular field of study for both entering freshmen and transfer students, and increasing number of students inquire whether the School of Business offers a stand-alone major in Marketing.

A major in Marketing is consistent with the structure of most accredited business schools, colleges, and Universities in the United States. Offering such a major would consequently make the Anheuser-Busch School of Business and Harris-Stowe State University more attractive to entering freshmen and transfer students interested in the program. However, the impact of the major on Harris-Stowe's resources would be nominal. Since we currently offer a Marketing Option, most of the necessary resources for the program are now sufficient.

In summary, offering a stand-alone major in Marketing, not only fulfills the students and market demand and interest for the degree; also, it enhances and legitimizes the current Business Administration- Marketing Option Program.

RELATIONSHIP WITH GRADUATE PROGRAMS

Creating a major in Marketing is considered a preliminary step to creating an environment which will foster the undergraduate students' interest in the field of marketing and will better prepare them to be accepted into graduate programs.



EVALUATION OF THE MAJOR

The Anheuser-Busch School of Business Curriculum Committee which consists of full-time faculty, a marketing faculty, and the newly proposed program specific advisory council, will conduct on-going evaluations of the program. As the program grows, it will need to be reviewed on a regular basis to ensure that the program meets the needs of the students, Harris-Stowe State University, and the general business community.

ORGANIZATIONS

Marketing concentration currently has in place a chapter of American Marketing Association (AMA) which is a chartered major chapter affiliated with over two thousand other Business Schools offering a major in Marketing in the nation. Students in the Association are also members of the National Collegiate Chapter. Members in this chapter are provided with leadership opportunities, marketing news, extra-curricular marketing events, resume writing, and network strategies. Students attend annual conferences of the marketing associations, seminars and other national and local marketing events.

Student Name _____

Student Number _____

**Harris-Stowe State University
Anheuser-Busch School of Business
Bachelor of Science in Marketing**

Degree Requirements	Cr	Grade	Semester and Year	Transfer Institution
HSSU0100 Seminar in Higher Education (Freshmen and New Students with fewer than 24 credit hours)	1			
OR				
HSSU0300 Topics in Higher Education (transfer students with 24 or more credit hours)	1			
AND				
Total Credits Required in this Category	1			
Oral and Written Communication (9 Credit Hours)	Cr	Grade	Semester and Year	Transfer Institution
English Composition I	3			
Introduction to Public Speaking	3			
AND				
Any Freshman or Sophomore level three (3) hour writing course _____	3			
Total Credits Required in This Category	9			
Computing and Technology (3 Credit Hours)	Cr	Grade	Semester and Year	Transfer Institution
Any Freshman or Sophomore level, three (3) hour course in computer science _____	3			
OR				
Any Freshman or Sophomore level, three (3) hour course in computer education _____	3			
Total Credits Required in This Category	3			

Student Name _____

Student Number _____

**Harris-Stowe State University
Anheuser-Busch School of Business
Bachelor of Science in Marketing**

Social and Behavioral Sciences (9 Credit Hours)	Cr	Grade	Semester and Year	Transfer Institution
<p>Complete one course in each of the following three areas:</p> <p>History <i>One Course Required</i> HIST0143 U.S. History I HIST0144 U.S. History II</p> <p>Human Behavior <i>One Course Required</i> PSY0100 General Psychology SOC0100 Introduction to Sociology GEOG0200 Principles of Geography ECON0203 Microeconomics (REQUIRED) ECON0204 Macroeconomics EDUC0214 Principles of Economics</p> <p>U.S. & Missouri Constitution Any Freshman or Sophomore level, three (3) hour course in political science (that includes the required examinations on the U.S. Constitution and the Missouri Constitution). (HSSU students enroll in POSC0200). POSCO200 American Government Survey POSCO201I United States Constitution POSCO201II Missouri Constitution Missouri Constitution Requirement met ___ Yes ___ No Comments _____</p>	3			
Total Credits Required in This Category	9			
Valuing (3 Credit Hours)	Cr	Grade	Semester and Year	Transfer Institution
<p>Students must complete one course in the following area: PHIL0100 Introduction to Logical Thinking PHIL0101 Introduction to Philosophy PHIL0102 Introduction to Ethics</p>	3			
Total Credits Required in This Category	3			

<p style="text-align: center;">Mathematics</p> <p>Any Freshman or Sophomore level Four (4) hour course in mathematics (the course must be College Algebra, or greater in course content) _____</p> <p>Students must complete one course in the following areas: MATH0120 Structures of Mathematical Systems MATH0135 College Algebra MATH0136 Finite Math MATH0150 Introduction to Statistics and Probability MATH0170 Calculus and Analytic Geometry I *ABSB students must enroll in either MATH0135 College Algebra or MATH0136 Finite Math.</p>	4			
Total Credits Required in This Category	4			

Student Name _____		Student Number _____		
Harris-Stowe State University Anheuser-Busch School of Business Bachelor of Science in Marketing				
Natural and Physical Science	Cr	Grade	Semester and Year	Transfer Institution
Students must complete two courses& one lab in the following areas: One Course Required BIO 0151 Biology Survey	3			
One Course Required CHEM0151 Fundamentals of Chemistry CHEM0255 General Chemistry PHSC0151 Physical Science Survey PHY0251 General Physics: Mechanics GEOL0250I General Geology MET0250 Introduction to Meteorology	3			
AND				
One Lab Required in the following: BIO0152 Biology Survey Lab CHEM0152 Fundamentals of Chemistry Lab CHEM0256 General Chemistry Lab PHSC0152 Physical Science Survey Lab PHY0252 General Physics: Mechanics Lab	2			
Total Credits Required in This Category	8			
Humanities and Fine Arts	Cr	Grade	Semester and Year	Transfer Institution
Complete one course in each of the following two areas: Humanities One Course Required ENG0203 Introduction to Literature SPAN0160I Introduction to Spanish Language and Culture SPAN0160II Essentials of Spanish Language and Culture HIST0213 World History I HIST0214 World History II *FOR ALL BUSINESS MAJORS, FOREIGN LANGUAGE IS REQUIRED.	3			
Fine Arts One Course Required ART0150 Introduction to Art ART0200 Art History, Theory and Criticism MUS0206 Basic Music MUS0223 Afro-American Music THR0100 Theatre Appreciation	3			
Total Credits Required in This Category	6			
Higher-Order Thinking				
Capstone Seminar	1			
Total Credits Required in This Category	1			
Total of Forty Four (44) Semester Credit hours minimum	44			

Student Name _____ Student Number _____

**Harris-Stowe State University
Anheuser-Busch School of Business
Bachelor of Science in Finance**

Business Administration Core Requirements Grade of "C" or better required in each course	Cr	Grade	Semester and Year	Transfer Institution
ACCT0201 Financial Accounting I	3			
ACCT0204 Managerial Accounting	3			
BSAD0200 Introduction to Business	3			
BSAD0220 Legal Environment of Business	3			
BSAD0225 Diversity and Business Ethics	3			
BSAD0315 Business Statistics	3			
BSAD0321 Business Finance	3			
BSAD0400 Business Government Relations	3			
BSAD0455 Production and Operations Management	3			
BSAD0457 Corporate Communications	3			
BSAD0470 International Business	3			
BSAD0480 Business Policy and Strategy	3			
ECON0204 Macroeconomics	3			
MATH0203 Applied Calculus for Business Majors	3			
MGMT0350 Management and Organizational Behavior	3			
MIS 0305 Business Applications Software & Networks	3			
MRKT0320 Principles of Marketing	3			
Total Business Core	51			
Marketing Major Required Courses Grade of "C" or better required in each course	Cr	Grade	Semester and Year	Transfer Institution
MRKT0390 Special Topics in Marketing	1			
MRKT0400 Marketing Management	3			
MRKT0474 Marketing Research	3			
MRKT0475 Marketing Strategy and Decision Making	3			
MRKT0495 Marketing Internship	3			
Electives**Select four of the following three credit hour electives: MRKT0325 Marketing Channels and Distribution MRKT0330 Essentials of Advertising MRKT0335 Fashion Merchandising MRKT0340 Integrated Marketing Communication/Promotion Strategy MRKT0350 Sales Force Management MRKT0355 Internet Marketing MRKT0360 Product and Price Management MRKT0370 Retail Management MRKT0420 Consumer Behavior MRKT0431 International Marketing				
Total	25			
Total credit hours required for graduation	120			

A minimum of 60 semester credit hours must be earned at a four-year institution.

Residency requirement of HSSU mandates that students must take the last 30 semester credit hours at HSSU.

**The electives must be selected from the list of Marketing electives.

Student Name _____ Student Number _____

Harris-Stowe State University
Anheuser-Busch School of Business
Bachelor of Science in Marketing

Other Degree Program Requirements	Date
Admission Program Application Filed	
Admission to the Program	
OCGPA of 2.0 or higher required for graduation	
A grade of "C" or better in all courses taken at the professional level	
Exit competency met	

**BUSINESS ADMINISTRATION PROGRAM
B.S. in MARKETING PLAN OF STUDY**

FRESHMAN I		FRESHMAN II	
ENG0110I English Composition I	3	ENG0110II English Composition II	3
General Education-Valuing	3	General Education-Life and Physical Science	3
General Education-Life and Physical Science	3	CED0104 Introduction to Computing and Tech.	3
General Education- Life and Physical Science lab	3	MATH0203 Applied Calculus for Bus Majors	3
MATH0135 College Algebra or MATH0136 Finite Math	3	SPAN0160I Intro to Spanish Language and Cul. or SPAN0160II Essentials of Spanish Lang. and Cul.	3
HSSU0100 OR HSSU0300 Seminar or Topics in Higher Education	1	General Education-Higher-Order Thinking, Capstone Seminar	1
Total	16	Total	16
SOPHOMORE I		SOPHOMORE II	
SPCH0109 Introduction to Public Speaking	3	ECON0204 Macroeconomics	3
General Education-Humanities and Fine Arts	3	ACCT0201 Financial Accounting I	3
General Education-Social and Behavioral Sciences	3	BSAD0220 Legal Environment of Business	3
ECON0203 Microeconomics	3	General Education-Social and Behavioral Sciences	3
BSAD0200 Introduction to Business	3	MRKT0320 Principles of Marketing	3
Total	15	Total	15
JUNIOR I		JUNIOR II	
BSAD0225 Diversity and Business Ethics	3	BSAD0321 Business Finance	3
MIS 0305 Bus Applications Software & Networks	3	MRKT0400 Marketing Management	3
ACCT0204 Managerial Accounting	3	MGMT0350 Mgmt. & Organizational Behavior	3
BSAD0315 Business Statistics	3	BSAD0400 Business Government Relations	3
Electives **	3	Electives **	3
Total	15	Total	15
SENIOR I		SENIOR II	
BSAD0457 Corporate Communications	3	MRKT0390 Topics in Marketing	1
MRKT0474 Marketing Research	3	BSAD0470 International Business	3
BSAD0455 Production & Operation Management	3	MRKT0475 Marketing Strategy & Decision Making	3
Electives **	3	BSAD0480 Business Policy and Strategy	3
Electives **	3	MRKT0495 Marketing Internship	3
Total	15	Total	13
Total Business Administration Marketing Degree Requirements			120
A minimum of 60 semester credit hours must be earned at a four-year institution.			
Residency requirement of HSSU mandates that students must take the last 30 semester credit hours at HSSU.			
**The electives must be from the list of Marketing elective courses only.			

BACHELOR OF SCIENCE DEGREE IN MARKETING

COURSE DESCRIPTIONS

MKT0320 PRINCIPLES OF MARKETING **3 HRS**

Prerequisite: Econ0201 Macroeconomics
Econ0203 Microeconomics

An introduction to marketing function of business organizations: analysis of environmental factors influencing marketing decision with special regard to types of markets and market opportunities; primary emphasis on the study of managerial factors and processes used to plan and control marketing action.

MKT0325 MARKETING CHANNELS AND DISTRIBUTION **3 HRS**

Prerequisite: MKT0320 Principles of Marketing

The physical supply and distribution function in business management including channel, selection, transportation, facility location, and materials management; concentrates on the analytical and managerial methods necessary for the development and control of an integrated logistics system.

MKT0330 ESSENTIALS OF ADVERTISING **3 HRS**

Prerequisite: MKT320 Principles of Marketing

Communication's role in marketing management: examination of elements and interrelationship of various firm-to-market information flows, such as advertising, personal selling and sales promotion and the use of feedback in planning and controlling flows development of promotion objectives; budgets, plans and strategies.

MKT0335 FASHION MERCHANDISING **3 HRS**

Prerequisite: MKT0320 Principles of Marketing

This course covers the study of fashion as a force in contemporary life and as a major determinant in the marketing of diverse categories of products. It covers the theory of the fashion cycle, evolutionary development of fashions, analysis of demand for fashion goods, structure of operation of the fashion industries both at manufacturing and retail levels. Techniques and problems of fashion buying, display and promotion is discussed in this course.

MKT0340 INTERGRATED MARKETING COMMUNICATIONS/PROMOTIONAL STRATEGY **3 HRS**

Prerequisite: MKT0320 Principles of Marketing
MKT0330 Essentials of Advertising

This course covers the analysis of the current advertising campaigns in terms of research, creative and media strategies used to achieve promotion and marketing mix goals. Students prepare goal-oriented advertising campaigns.

MKT0350 SALES FORCE MANAGEMENT **3 HRS**

Prerequisite: MKT0320 Principles of Marketing

Sales management from various perspectives: the selling "environment" and the societal, economic, ethical, legal, and governmental elements composing the environments; general management functions including planning, organizing training, motivating and compensating of Sales people; relationships

between the sales department and other internal and external departments and the public. It also covers an overview of the role of personal selling in various business settings.

MRKT0355 INTERNET MARKETING**3 HRS**

Prerequisite: MKT0320 Principles of Marketing

This course covers the nature of marketing as communicative relationship through electronic devices, communication systems and web sites. Communication, problem solving and information search by buyers/sellers is discussed in the course. The course discusses the influences on internet environment, electronic selling strategies, tactics and role of "Marketing Mix"; analysis and role of tracking by buyer/seller position in selected e-commerce marketing situations.

MRKT0360 PRODUCT AND PRICE MANAGEMENT**3 HRS**

Prerequisite: MKT0320 Principles of Marketing

This course covers topics in product planning, product development, product branding, product life cycle, Product management, product pricing and other related topics

MRKT0370 RETAIL MANAGEMENT**3 HRS**

Prerequisite: MKT0320 Principles of Marketing

An analytical approach to the management of retailing and wholesaling institutions, evaluative analysis of market structure, design of marketing and merchandising strategy, choice of distribution channels, changing locational factors and competitive practices.

MRKT0390 TOPICS IN MARKETING**1 HRS**

Prerequisite: MRKT320 Principles of Marketing

Current issues related to the field of marketing will be discussed, include assessment models, simulations, and trends analysis and problem-solving experiences. A major focus of the course is on exploration of issues which will impact on the field of marketing and one's career in marketing.

MRKT0400 MARKETING MANAGEMENT**3 HRS**

Prerequisite: MKT0320 Principles of Marketing

This course covers the development of an effective approach to the making of marketing decisions and the solving of marketing problems. A logical extension of MKT 0420 Marketing Research with detailed consideration of techniques of constructing marketing policy, decision-making process; emphasis on molding basic foundations of marketing into effective market posture; search for decision alternatives and marketing management decisions; problems and case studies form the basis for discussion.

MRKT0420 BUYING PROCESSES AND CONSUMER BEHAVIOR**3 HRS**

Prerequisite: MRKT0320 Principles of marketing

The role of the consumer in marketing: the buying-using process among ultimate consumer, individuals or institutional purchases, and retail or wholesale merchants; basic determinants of individual behavior; interpersonal environmental influences, problem solving, information processing planning and structuring; target assortments, markets and segments; marketing management and social implementation.

MRKT0431 INTERNATIONAL MARKETING**3 HRS**

Prerequisite: MRKT0320 Principles of Marketing, Senior Standing

The nature of economic role of the multi-national corporation including the impact of legal, political, educational, sociological and cultural variable upon firm performance and managerial activity; case studies illustrate managerial, marketing, financial and accounting activities projected across national boundaries.

MRKT0474 MARKETING RESEARCH**3 HRS**

Prerequisite: MRKT0320 Principles of Marketing, Senior Standing

The course covers the application of scientific methods to the solution of marketing problems and the techniques of determining problems, collecting data, tabulating materials, and interpreting findings.

MRKT0475 MARKETING STRATEGY AND DECISION MAKING**3 HRS**

Prerequisite: MRKT0320 Principles of Marketing, Senior Standing

Conceptual foundation of Services Marketing in consumer sector, banking brokerage, insurance, health, technology and professional service areas of the economy. Application of fundamental marketing processes to the service firm, in the profit and non-for-profit sector. An examination of differences between service marketing and product marketing, simulation and Marketing game emphasis is covered in this course.

MRKT0495 MARKETING INTERNSHIP**3 HRS**

Prerequisite: MRKT0320 Principles of Marketing, Senior Standing

This is internship is an approved site and is a practical training experience in the field of marketing designed to bridge the gap between the classroom and the business world.