

# MARKETING (MKTG)

---

## **MKTG 3000 Marketing Principles (3)**

A study of the nature and role of marketing in advanced economies in a managerial context presented in a lecture, case, and applied format. Analysis of consumer wants, motivation and purchasing power, and introduction to and development of effective mixes among product, pricing, distribution, and promotional variables. Internet and e-commerce issues are also discussed. MKTG 3000 may be taken as a corequisite with the lower division core.

**Requisite(s):** Completion of Business Administration Lower Core (BALC) or Grad Conditionally Classified.

**Typically Offered:** Fall, Spring

## **MKTG 3010 Consumer Behavior (3)**

An analysis of the individual and aggregate market behavior of consumers and of the use of theoretical and empirical consumer information in developing marketing policy and strategy. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring

## **MKTG 3020 Advertising & Public Relations (3)**

An integrated approach to planning and creating the firm's total marketing communications program, primarily advertising, sales promotion, public relations, and Internet advertising. Surveys the entire field of promotion in its social and management context and develops the creative approach, strategy, and tactics necessary to realize the objectives of the marketing program. Emphasizes student participation through cases and projects; also the application of quantitative statistical and qualitative research techniques to formulate and evaluate communications plans. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

## **MKTG 3040 Professional Selling (3)**

Study of professional selling process as marketing activity. Topics include understanding buyer/consumer behavior, communication, relationship building. Students will be trained in tools for effective professional selling or other persuasive business interactions. Skills include finding leads, qualifying prospects, determining needs, developing and delivering sales presentations, overcoming objections, closing sales, and post-sales support. Role-playing is an integral part of the course. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Fall Odd Year

## **MKTG 3150 Professional Self-Presentation (1)**

Graduating students, both business majors and non-business majors, need to be able to present themselves well in order to succeed, regardless of their career path. Reports from recruiters indicate that students often come ill prepared to job interviews. This course will help students learn to more effectively promote themselves by making good first impressions and by using proper etiquette, good conversational skills, proper grammar, and effective body language.

**Typically Offered:** Spring Even Year

## **MKTG 3510 Agricult Mktg Planning & Prac (3)**

Core marketing concepts applied to agriculture and the food system. Considers the conceptual foundations of effective marketing and industry practices by growers, processors and packagers, distributors, brokers, agents, and retailers. Imparts a forward-looking global perspective by incorporating research findings, technology trends, and international marketing strategies. Incorporates business cases, simulated decision scenarios, guest speakers, and field projects involving local enterprises. Ethical issues are considered and marketing strategies analyzed in the context of customer objectives and stakeholder concerns. Cross listed as AGBS 3510

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** To Be Determined

## **MKTG 4000 Marketing Research and Control (3)**

The course provides a fundamental understanding of marketing research and analysis methods. Students will work on real-world case studies and projects and learn how to drive successful product and service design with marketing data and metrics. Topics may include problem formulation, exploratory analysis, primary and secondary data analysis, sampling, experimental design, perceptual mapping, segmentation analysis, CRM, and interpretation and reporting of results. Emphasis is placed on critical analysis of marketing problems as well as quantifying the impacts of marketing inputs on sales and financial performance. Prerequisites: MKTG 3000 and BA 3010.

**Requisite(s):** Prerequisite: MKTG 3000 and BA 3010.

**Typically Offered:** Fall Odd Year

## **MKTG 4050 Sales Management (3)**

Recruitment, hiring, training and retention of salespersons. Providing analytical skills related to sales planning, analysis and control, sales forecasting, and estimating the profitability of the sales generated and potential sales. Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring

## **MKTG 4060 Marketing Channels (3)**

Learn to use business intelligence (BI) to support marketing decision-making for multi-channel marketing. Examine strategies to turn business intelligence into market insights. Gain proficiency in visualizing, presenting, and understanding data from supply chains, marketing channels, and retail channels. Understand how to make informed marketing decisions in driving web traffic, leads, conversions, sales, revenue, and growth. Tie in the content learned in marketing research and analytics and digital marketing tools and technologies to efficiently drive multi-channel decisions. Prerequisites: BA 3010 and MGMT 3020 and MKTG 3000.

**Requisite(s):** Prerequisite: BA 3010 and MGMT 3020 and MKTG 3000.

## **MKTG 4100 Digital Marketing (3)**

This course gives students the theoretical and practical understanding of the online and social marketplace necessary to adapt to its many changes while equipping them with the skills they need to perform vital daily functions. By the end of the course, students will be able to learn the basics of web design, web analytics, search engine optimization (SEO), influencer marketing, social media, online communications, email marketing, brand management, Artificial Intelligence (AI) in marketing, and key performance indicators (KPI). Prerequisite: MKTG 3000.

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Fall Even Year

**MKTG 4200 Global Marketing (3)**

Analysis of the development of international marketing strategies and programs from the determination of objectives and methods of organization through execution of research, advertising, pricing, distribution, financing, and human resource management activities. Emphasis on the design of optimal strategies under varying physical, economic, political, social and cultural environments and specific marketing situations. Case analysis. Prerequisite: MKTG 3000

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring Odd Year

**MKTG 4300 Services Marketing (3)**

An intensive study of the concepts, practices, and development of strategies involved in marketing of services. The course will focus on the unique aspects of services marketing, such as demand management and quality control, and will cover a wide variety of services, including professional and business services. A case analysis approach will be used. Prerequisite: MKTG 3000

**Requisite(s):** Prerequisite: MKTG 3000

**Typically Offered:** Spring Odd Year

**MKTG 4770 Special Topics in Marketing (3)**

This course provides an opportunity to present an in-depth study of selected marketing subjects not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated for credit with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MKTG 4850 Individual Study (1-3)**

Individual supervised projects or directed reading projects for students qualified to carry on independent work. Prerequisite: Permission of the instructor and department chair. Up to 3 units may be used to satisfy elective degree requirements. Department determines application and number of units. Note: To count for graduate elective credit and maintain graduate course standards, 4000-level courses must be augmented with additional work. May be repeated for credit up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MKTG 4860 Internship in Marketing (3)**

This course is designed to provide an integrated academic experience in a work setting. Units may not be used to satisfy the requirements of the Business Administration major. Students may earn a maximum of 3 units through internships. Offered on a credit, no-credit basis only. May be repeated up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring

**MKTG 4900 Marketing Planning and Problem Solving (3)**

Focuses upon formal marketing planning and analysis of problems facing the marketing executive. Practical case studies utilized for the identification and analysis of marketing problems, selection and evaluation of alternative solutions and plans, and implementation of recommended strategies. The course integrates all aspects of marketing, business and quantitative theory into strategic policy-making, including Internet marketing and e-commerce. Prerequisites: MKTG 3000 and two additional Marketing courses selected from the following: MKTG 3010, MKTG 3020, MKTG 3040, MKTG 4050, MKTG 4060, MKTG 4100, MKTG 4200, MKTG 4300 or permission of the instructor.

**Requisite(s):** Prerequisites: MKTG 3000 and two additional Marketing courses selected from the following: MKTG 3010, MKTG 3020, MKTG 3040, MKTG 4050, MKTG 4060, MKTG 4100, MKTG 4200, MKTG 4300 or permission of the instructor.

**Typically Offered:** Spring

**MKTG 6000 Marketing Management (3)**

This course presents development of marketing strategy for the organization and design of integrated product/service, promotion, and distribution programs utilizing systems analysis. It includes intensive analysis of management's marketing problems, including market analyses, pricing, channels of distribution, promotion, competition, product strategies, and marketing research. Applications are emphasized to include research, quantitative, and business analytical techniques through the development of case and project assignments.

**Typically Offered:** Summer

**MKTG 6010 Consumer Behavior (3)**

This course involves intensive analysis of behavioral science concepts, theories, and current empirical research in buyer behavior. The research orientation of the course requires developing an understanding of statistical tests and research designs currently employed in buyer behavior. Equal emphasis is placed on developing creative marketing strategy and programs on the basis of such research. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Spring Odd Year

**MKTG 6020 Advertising and Public Relations Strategy (3)**

This course regards the development of communications strategy necessary to fulfill the objectives of the marketing program through intensive analyses of situational and primary information, target market(s), creative objective(s), media selection and scheduling, sales promotion, public relations, budgeting and program evaluation. It includes qualitative, statistical, financial, and computer applications. The course integrates theory with case analyses and the development of a comprehensive marketing communications plan. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6040 Services Marketing (3)**

This course is an investigation into and analysis of the complexities and unique aspects of marketing services contrasted to the marketing of tangibles. Special attention will be given to creating effective customer service, demand management, and quality control. The case study method will be utilized. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6060 Marketing Channels and Logistics (3)**

A study of the distribution functions including retail management, supply chain management, inventory management, transportation, and e-marketing distribution strategies. Includes study of relationship building with channel partners, channel leadership, and integrated channel strategies. Course work will include group projects and case studies.

Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Spring Odd Year

**MKTG 6100 Global Marketing (3)**

This is a study of current global marketing status in industrialized, newly industrialized (NICS) countries, emerging democracies, and the developing world in a dynamic environment of changing communication technologies. Discussion of research techniques one should use in selecting the countries, entry strategies, and developing the right marketing mix and strategies to meet the needs of the countries selected. Marketing management techniques to be used keeping in mind the degree of literacy, economic, legal, political, and socioeconomic environmental variables. Developing and implementing global marketing strategies during the 21st century in an environment in which the countries around the world are grouping into trading blocks like the European Economic Community and NAFTA. Extensive use of library resources, case studies, and empirical research projects. Prerequisite: MKTG 6000 or permission of instructor.

**Requisite(s):** Prerequisite: MKTG 6000 or permission of instructor.

**Typically Offered:** Fall Odd Year

**MKTG 6550 Social Media Marketing (3)**

Social media marketing course is designed to provide students with an understanding of the strategic approaches, and actionable tactics using available digital/mobile platforms and devices to harness data analytics for achieving brand community advantages. Since social media is heavily technology-driven, the course will also cover related aspects of electronic and mobile commerce and marketing. This course intends to help students understand the social media landscape and how to approach it strategically. Students will be trained to develop and evaluate social media marketing campaigns using basic analytical tools. Prerequisites: MKTG 6000, or instructor permission.

**Requisite(s):** Prerequisites: MKTG 6000, or instructor permission.

**Typically Offered:** Fall, Spring

**MKTG 6600 Digital Marketing (3)**

This course provides students with a strong foundation in digital marketing knowledge as well as skills in analytics. Students are equipped with cutting edge digital marketing techniques to identify, understand, and cultivate relationships with customers in the digital environment. Course description edited: Topics might include marketing metrics, multi-channel marketing, SEO, web analytics, Google Analytics, Google Ads, dashboard design, e-marketing strategies, social media marketing, BI platforms and applications, integrated channel decision-making using data, and other applications as they are developed. Prerequisite: MKTG 6000, HCA 4260, or permission of the instructor.

**Requisite(s):** Prerequisite: MKTG 6000, HCA 4260, or permission of the instructor.

**Typically Offered:** Spring

**MKTG 6770 Selected Topics in Marketing (1-3)**

Special topic courses provide each department with the opportunity to present an in-depth study of a selected subject not covered in regular courses. When offered, prerequisites and course requirements will be announced for each course. May be repeated with different topics up to a maximum of 9 units.

**Repeatable for Credit:** Yes, up to 9 units

**Typically Offered:** Fall, Spring

**MKTG 6850 Individual Graduate Study Marketing (1-3)**

Individual study is offered to give the student experience in planning and outlining a course of study on the student's own initiative under departmental supervision. Independent study should deal with a special interest not covered in a regular course or with the exploration in greater depth of a subject presented in a regular course. Instructor consent is required. No more than 3 semester units may be used to satisfy degree requirements. May be repeated for credit with different topics up to a maximum of 6 units.

**Repeatable for Credit:** Yes, up to 6 units

**Typically Offered:** Fall, Spring