

MARKETING

College of Business Administration

Department Chair: Sam Min

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Website: <http://www.csulb.edu/colleges/cba/marketing/>

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Administrative Support Coordinator: Stacey Dupee
For MBA with Specialization in Marketing, see Business Administration, Graduate Programs.

Career Possibilities

Social Media Planner • Sales Representative • Marketing Manager • Retail Buyer • Public Relations Specialist • Advertising Account Executive • Purchasing Agent • Retail Merchandising Manager • Brand Manager • Online Account Executive • Online Sales Manager • Media Sales Manager • Media Planner • New Product Manager • Distribution Manager • Packaging Manager • Non-profit Fund Raiser • Event Coordinator and Publication Specialist • Market Research Analyst (Some of these careers require additional experience or education.) Various entry-level, trainee positions in business and industry are available for graduates regardless of academic discipline.

Undergraduate Programs

Bachelor of Science in Business Administration

Admission Under Impaction

Refer to the following website for additional impaction criteria: www.csulb.edu/depts/enrollment/graduation/native-major-criteria/.

Requirements

In order to graduate with an undergraduate business degree from CSULB, a student must complete a minimum of 120 units. A majority of the upper division business courses must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

All CBA majors must maintain major GPAs of 2.0 or higher. A student whose GPA in the major falls below 2.0 will be advised that they are at risk of being dismissed from the major and granted one semester to raise their major GPA(s) to 2.0. Students who do not successfully raise their major GPA(s) must meet with an advisor to declare another major or submit an appeal to the CBA Center for Student Success explaining why they need one additional semester. Students whose major GPAs remain below 2.0 after this additional semester must declare a new major.

1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)

* C or better

Prerequisite: None

ACCT 202 Managerial Accounting (3)

* C or better

Prerequisite: ACCT 201

ECON 100 Principles of Macroeconomics (3)

* C or better

Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)

* C or better

Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (3)

* C or better

Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

Choose one of the following:

STAT 118 Intro to Business Statistics (3)

Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

MATH 114 Finite Mathematics (3)

Prerequisites: Appropriate ELM score, ELM exemption, or MAPB 11.

Students planning business options should take STAT 118.

2. Critical Thinking Course Requirements:

Any critical thinking course (GE category A3); IS 100 is recommended.

3. All business and pre-business majors shall demonstrate computer literacy and competency. Complete one of the following:

A. Passing score (70%) on the Computer Proficiency Examination (CPE).

B. IS 233 Introduction to Computer Systems and Applications (3) with Credit (Cr).
Prerequisite: None

C. Transfer equivalent course with a "C" or better grade.

4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)

Prerequisite: None

FIN 300 Business Finance (3)

Prerequisite: None

BLAW 320 Legal and Regulatory Environment of Business (3)

Prerequisite: None

IS 300 Management Information Systems (3)

Prerequisite: IS 233 or equivalent.

IS 301 Business Communications (3)

Prerequisite: None

IS 310 Business Statistics (3)

Prerequisite: STAT 118 or MATH 114.

HRM 360 Organizational Behavior (3)

Prerequisite: None

MGMT 300 Principles of Management (3)

Prerequisite: None

MKTG 300 Marketing (3)
Prerequisite: None

- B. The following Capstone course must be taken at CSULB as a senior and after the upper-division prerequisite core courses have been completed: MGMT 425 Business Strategy and Policy (3)
Prerequisites: ACCT 202 or ACCT 320; MGMT 300, MKTG 300, FIN 300 and IS 301.
- C. Completion of option requirements.
5. Elective courses to total 120 units. Students are encouraged to select electives for expansion of knowledge and intellectual interests as well as for preparation for business employment.

Option in Marketing (120 units)

This option establishes that marketing is largely a social process, emphasizing that enterprises meet the needs of individuals or segments of society. The function of marketing is to determine those needs, provide the most effective means of informing actual and potential customers of the availability of services and goods, and deliver such services and goods.

CBA students with the Marketing option will need to take minimum 12 units of Marketing courses at CSULB.

Requirements

- Nine units selected from the following courses:
MKTG 310, MKTG 330, MKTG 350, MKTG 405, MKTG 410, MKTG 420, MKTG 430, MKTG 437, MKTG 465, MKTG 475, MKTG 480, MKTG 481, MKTG 492; CBA 493 (subject to approval of the Department Chair).
- Take the following courses:
 - MKTG 470 Marketing Research (3)
Prerequisites: MKTG 300; IS 301, IS 310.
 - MKTG 490 Consumer Behavior (3)
Prerequisites: MKTG 300, IS 301.
 - MKTG 494 Marketing Management (3)
Prerequisites: MKTG 300, IS 301; senior marketing majors or consent of instructor.

Minor in Marketing

Requirements

For Non-Business Students only (NOTE: the IS 301 prerequisite requirement is waived for the minor).

- Take the following course:
MKTG 300 Marketing (3)
Prerequisite: None.
- 15 units selected from the following courses:
MKTG 310, MKTG 330, MKTG 350, MKTG 405, MKTG 410, MKTG 420, MKTG 430, MKTG 437, MKTG 465, MKTG 480, MKTG 481, MKTG 490, MKTG 492, MKTG 494, MKTG 495; CBA 300, CBA 494 (A or B) and CBA 493 as approved by department.

Prerequisites

MKTG 300 is a prerequisite for MKTG 405, MKTG 410, MKTG 420, MKTG 430, MKTG 437, MKTG 465, MKTG 480, MKTG 481, MKTG 490, MKTG 492, and MKTG 494, and MKTG 495.

Courses (MKTG)

UPPER DIVISION

300. Marketing (3)

Prerequisite: None.

Buyer behavior, marketing research, pricing, distribution, promotion, product strategies, and the influence of external factors. Ethic, corporate social responsibility, and public policy that are intrinsic to marketing decision making in global environments are explored. Human Subject Pool participation required.

310. Retail Concepts and Policies (3)

Prerequisite: None.

Overview of the retail system. Retail decision making emphasized in relation to the constantly changing situation facing all purveyors of goods and services. Emphasis on retail management in the dual worlds of physical and virtual stores.

Letter grade only (A-F).

330. Mass Marketing Communications: Advertising (3)

Prerequisite: None.

Principles and practices of advertising. Social and economic importance of advertising and its relation to modern business organization. Importance of an advertising plan, preparation of advertisements, copy and layout, media planning and application of information technology.

Letter grade only (A-F).

350. Introduction to Entrepreneurial Marketing

Prerequisite: None.

Marketing in an entrepreneurial context. Topics include venture opportunities, marketing strategies and marketing mix for a venture, new product/service development, marketing research for new business opportunities, business model creation and innovation, sales forecast and performance evaluation of a venture.

Letter grade only (A-F).

405. Green Marketing and Sustainability

Prerequisite: MKTG 300, IS 301.

Applying marketing principles to understand customers' expectations about environmental and social impacts; environmentally-friendly product strategies; green branding; social marketing; cause-related marketing; the role of marketing in social innovation and entrepreneurship; eco-labeling; fair trade, organic, and environmental certifications.

Letter grade only (A-F).

410. Services Marketing (3)

Prerequisites: MKTG 300, IS 301.

Focus on strategic and managerial issues specific to marketing service products in industries with high service components. Services development and positioning, distribution, pricing, promotion, demand and process management, service quality and recovery.

Letter grade only (A-F).

420. Sales Management (3)

Prerequisites: MKTG 300, IS 301.

Management of a sales force: organizing and deploying a sales force, developing effective sales training programs, designing motivation and compensation plans, asserting effective leadership and evaluating sales force performance. Sales analysis, forecasting techniques, account and territory management, and negotiations.

Letter grade only (A-F).

430. Promotion Strategies (3)

Prerequisites: MKTG 300, IS 301.

Management of the promotional mix. Behavioral and data-based foundations for promotional strategies. Budgeting, allocation of promotional resources, and media models. Integration of promotional strategies into the marketing mix. Applications of information-based technologies and tools for analysis.

Letter grade only (A-F).

437. Digital Marketing and Media (3)

Prerequisites: MKTG 300, IS 301.

The role of digital media (e.g., e-commerce, social media, search optimization, mobile applications, online video, gaming) in consumer behavior and implications for marketing strategies. Digital marketing metrics, analysis of online business models, and future trends in digital marketing also discussed.

Letter grade only (A-F).

465. Business To Business Marketing (3)

Prerequisites: MKTG 300, IS 301.

Focus on business, government, and institutional markets. Comparison with consumer marketing. Analysis of business product/services and domestic/international marketing strategy. Emphasis on relationship management, supply chain and channel management, product/service innovation, brand equity, trade shows and personal selling.

Letter grade only (A-F).

470. Marketing Research (3)

Prerequisites: MKTG 300; IS 301, IS 310.

Fundamentals of marketing and industrial research as an aid to problem-solving in business. Familiarization with current industry research efforts. Data collection, interviewing, and report-generation software. Analysis of data. Project, instrument and sampling designs.

Letter grade only (A-F).

475. Marketing Analytics (3)

Prerequisite: IS 301, IS 310, MKTG 300, and MKTG 470.

Marketing Analytics is an application of data science to marketing decision problems. The course explores customer data analysis techniques and their theoretical foundations to help students acquire analytic skills that can be applied to real world marketing problems. The course also examines the ethical and technical issues related to data privacy.

Letter grade only (A-F).

480. International Marketing (3)

Prerequisites: MKTG 300, IS 301.

The study of global marketing theory and practice. The historical, economic, cultural, political, and legal factors that affect marketing decision-making in an international context. How to develop and present plans for exploiting global marketing opportunities.

Letter grade only (A-F).

481. International Marketing in Selected Markets (3)

Prerequisites: MKTG 300, IS 301.

Taught as a special topics seminar. Depending upon the instructor, topics may include marketing within specific regions such as Asia or Europe, marketing in developing countries, or international aspects of the marketing mix such as global advertising and global retailing.

Letter grade only (A-F).

490. Consumer Behavior (3)

Prerequisites: MKTG 300, IS 301.

Consumer behavior in a marketing context. Information processing, personality/lifestyle, group, social class, cultural/sub-cultural, and demographic factors to influence consumption behavior. Strategic and analytical thinking of consumer behavior both in profit and

nonprofit contexts as well as relevant public policy applications.

Letter grade only (A-F).

492. New Products/New Services (3)

Prerequisites: MKTG 300, IS 301.

New product and new service development process from idea generation to launch; diffusion of innovation and sales forecast of new product; market entry strategy; branding of new product; business plan for new product/service.

Letter grade only (A-F).

494. Marketing Management (3)

Prerequisites: MKTG 300, IS 301; senior marketing majors or consent of instructor.

Strategies and techniques in marketing management. Application of prior material from marketing curriculum to problems and cases. Emphasis on problem identification, evaluation of alternatives, and developing recommendations.

Letter grade only (A-F).

495. Selected Topics in Marketing (1-3)

Prerequisites: MKTG 300 and consent of instructor.

Topics of current interest in marketing selected for intensive study.

May be repeated to a maximum of 6 units. Topics announced in the *Schedule of Classes*.

497. Directed Studies (1-3)

Prerequisites: IS 301, consent of instructor and department chair, on Dean's List and a 3.0 GPA or higher in marketing.