



## MARKETING

Professor Joseph Aiyeku, Chairperson

Professors: A. Richard Anderson, Linda J. Coleman

Assistant Professors: Mayuresh Kelkar, Nisreen N. Bahnan

### PROGRAMS OFFERED

#### Bachelor of Science in Business Administration

##### Concentration

Marketing

##### Minor

Marketing

The Marketing Department provides students with the opportunity to further develop analytical, creative, and decision making skills needed for successful careers in one of the diverse business fields. The program builds upon the foundation of a liberal arts education and upon a common body of business knowledge as well as the specialized area of marketing and of social awareness. Marketing majors can, by carefully choosing their courses, develop a concentration around these areas of personal interest, for example, consumer behavior, research, retailing, advertising, industrial marketing, sales management, global marketing, strategic marketing, and marketing management.

#### Marketing Minor

The program for the Marketing minor will consist of the following 18 credits at Salem State College:

MKT 241N	Principles of Marketing	3
MKT 342	Consumer Behavior	3
MKT 343	Advertising	3
MKT 351	Industrial Marketing	3
MKT 445	International Marketing	3
	One elective chosen from other Marketing department elective courses.	3





Business Administration
Salem State College
Advisor: \_\_\_\_\_

Name: \_\_\_\_\_
Date admitted into Major: \_\_\_\_\_
Transfer credits: \_\_\_\_\_

BACHELOR OF SCIENCE
IN BUSINESS ADMINISTRATION
MARKETING CONCENTRATION

CORE REQUIREMENTS

Competency-Based Skills

- @ Basic College Math
@ Reading Comprehension
@ Computer Literacy

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes ENG 101, ENG 102, SPC 101, SFL 194.

Physical Education Activities (1 cr. total)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes SFL courses.

Distribution Sequences (18-20 credits)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes Literature, Lab Science, and History courses.

Distribution Electives (18 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes PHL 203.

Science/Mathematics (Division II)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes MAT 108, MAT 208.

Social Sciences (Division III)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes PSY 101, SOC 201, ECO 201.

(Note: Courses allowable as distribution electives are marked 'D' in the College Catalog or indicated by appropriate footnotes.)

COURSES IN MAJOR (33 credits)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes BUS 170, ACC 106, ACC 202, MGT 231, MKT 241N, BUS 252, FIN 322, MIS 361, MIS 362, MIS 433, BUS 470.

SUPPORT COURSES (6 credits)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes BTE 117, ECO 202.

MARKETING CONCENTRATION COURSES (21 credits)

REQUIRED

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes MKT 441, MKT 444N, MKT 445, MKT 543.

Electives (any 3 courses)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes MKT 342, MKT 343, MKT 344, MKT 345, MKT 351, MIS 467, ECO 301, MKT 346, MKT 466, MKT 485.

\*\*\*FREE ELECTIVES or MINOR (minimum: 15 credits)

Table with 4 columns: Course ID, Title, Credits, and a blank column for completion. Includes blank rows for free electives.

@ Requirements so marked should be completed within the first 53 credits of study (i.e., before Junior status). Exceptions will be made for transfer students.

\* These are required support courses which may also be used to satisfy the indicated Distribution requirements. A student may choose to fulfill Distribution requirements with courses other than the ones listed, but these listed courses must still be taken.

\*\* No more than 55 credits, including free electives and/or minor, may be taken in the School of Business.

Note: If a course is used to satisfy two or more requirements (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does not reduce the credit total required for graduation.

Total credits for graduation: 126

Effective: 9/04



## COURSE DESCRIPTIONS

## MARKETING

**MKT 241N Principles of Marketing 3 credits**

An introduction to marketing and marketing management through an examination of the overall marketing system. Attention is given to the marketing mix elements of product, price, promotion, and distribution, as well as the research and organization necessary to implement marketing strategy. Cases and projects are used as models for decision-making in marketing strategy. Three lecture hours per week. Required of Business Administration majors and minors and Marketing minors. Not open to students who have received credits for MKT 241.

**MKT 342 Consumer Behavior 3 credits**

This course examines the role of the consumer in the economy. It is designed to integrate the conventional concepts of consumer behavior, psychology, anthropology and sociology with marketing to explain, understand and predict consumer decisions. Three lecture hours per week. Required of Marketing minor Juniors or Seniors. Elective for Marketing concentration Juniors and Seniors and others with permission of the Department Chairperson.

Prerequisites: MKT 241N, PSY 101.

**MKT 343 Advertising 3 credits**

This course deals with the advertising function in marketing. It begins with an explanation of the nature of advertising, its role in the marketing mix and its application to the needs of non-profit institutions as well as commercial enterprise. It introduces the student to advertising budgets and media selection. It identifies target markets through demographics, sociographics and psychographics. It teaches advertising as long range institutional objective rather than a short-term remedy. Three lecture hours per week. Required of Marketing minor Juniors or Seniors. Elective for Marketing concentration Juniors and Seniors and others with permission of Department Chairperson.

Prerequisites: MKT 241N, PSY 101.

**MKT 344 Retailing 3 credits**

The course studies retail management, retail competition, planning, organizational structure, location, layout, merchandising, and control. Case studies and projects will be used to further the development and understanding of the Retail process. Three lecture hours per week. Elective limited to Marketing concentration and Marketing minor Juniors and Seniors, and others with permission of Department Chairperson.

Prerequisite: MKT 241N.

**MKT 345 Sales Management 3 credits**

This course analyzes the creation, organization, operation, and management of the sales force in its strategic role in the marketing mix. Stress is placed upon the structure of the sales force and the managers' role in its selection, supervision and evaluation. Case studies and projects are utilized in developing an understanding of the process of sales management. Three lecture hours per week.

Prerequisites: MGT 231, MKT 241N.

**MKT 346 Sports Marketing 3 credits**

The marketing of sports teams, athletes, and equipment through an examination of the overall marketing system. Attention to the marketing mix elements of product, price, promotion and distribution as well as the research and organization necessary to implement marketing strategy in the sports world. Cases and projects are used as models for decision making in marketing strategy. Three lecture hours per week.

**MKT 351 Industrial Marketing 3 credits**

A description and evaluation of the major activities involved in the marketing of products and services where other business firms and organizations are the customers. This course will include the analysis of the business market structure, habits and motives of the purchasers, types of products, pricing policies, physical distribution and the decision-making process relevant to marketing business products or services. Three lecture hours per week. Required of Marketing minor Juniors or Seniors. Elective for Marketing concentration Juniors or Seniors, and others with permission of the Department Chairperson.

Prerequisites: MGT 231, MKT 241N, PSY 101.

**MKT 441 Marketing Management 3 credits**

A managerial approach to planning, actuating and controlling the marketing framework, strategy, research and marketing mix (product, price, promotion and distribution) to macro/micro marketing situations. Developing marketing decision programs related to simulated organization situations within the private and public sectors. Cases and projects for the application of marketing goal setting, logistics and strategy, decision tactics and measurement of cost effectiveness. Three lecture hours per week. Required of Marketing concentration Juniors or Seniors. Limited to Marketing concentration and Marketing minor Juniors and Seniors, and others with permission of the Department Chairperson.

Prerequisites: MKT 241N, and three Marketing concentration electives.

**MKT 444N Strategic Marketing 3 credits**

This course focuses on competition simulations, supplemented with lectures and readings. The student participants represent the management team of a firm competing in a simulated industry. The course focuses on the major marketing variables of a business, such as advertising, price, sales force allocation and research and development, and the non-aggressive variables such as sales forecasting and marketing research. A business simulation model is used with student participation; team decisions are evaluated by computers to serve as a basis for class discussion. Required of and limited to Marketing concentration Seniors.

Prerequisites: ACC 104, MKT 241N, MIS 361, plus any 3 Marketing electives.

**MKT 445 International Marketing 3 credits**

The course deals with the ever expanding global market and the unlimited opportunities and challenges. The student participates in the study and application of marketing concepts in the contemporary international environment while examining special problems, issues, goals and decision processes that characterize multinational marketing. The course emphasizes the marketing firm, marketing operations and marketing strategy. Three lecture hours per week. Required of all Marketing concentration and Marketing minor Juniors or Seniors.

Prerequisite: MKT 241N.

**MKT 466 Special Topics in Marketing 3 credits**

An analysis of topics of current interest in the marketing field. Topics vary from term to term. Three lecture hours per week.

Prerequisite: MKT 241N or equivalent.

**MKT 485 Internship in Marketing 3 credits**

An academic work program under the auspices of various business and non-profit organizations in areas directly related to the student's academic interest in Marketing. Minimum commitment: 18 hours per week for entire semester. Limited to Marketing concentration Seniors.

Prerequisite: Department of Marketing Chairperson's approval.

**MKT 543 Marketing Research 3 credits**

Introduces tools and techniques of marketing research as an aid to marketing decision making. Covers definitions of research problems, research methodologies, design of research projects, analysis and interpretation of research results. Emphasizes practical aspects of conducting and evaluating marketing research studies. The completed marketing research project report will serve as the senior thesis for Marketing concentration students. Three lecture hours per week. Required of Marketing concentration Seniors. Enrollment limited to Marketing concentration and Marketing minor Seniors, and others by permission of Department Chairperson.

Prerequisites: MKT 241N, MIS 362.