Marketing

Marketing involves a system of interrelated activities used to develop, price, promote and distribute goods and services to customers, creating exchanges that satisfy individual and organizational goals. It is the marketing function that links the production of goods and services with their use. Effective marketing is essential to organizations in their efforts to achieve a competitive advantage that can be sustained. Without this, growth and survival of the organization are threatened.

The bachelor’s degree program in marketing encompasses the entire key marketing functions, including those in e-commerce. Graduates may take advantage of challenging and dynamic career opportunities in large and small businesses, in government, and in non-profit organizations. Careers in the field of marketing cut across many industries and involve a variety of organizations. Some of the career options open to the marketing major include industrial selling and sales management, retailing, advertising, marketing research, distribution, international marketing and marketing management.

A major in Marketing requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for the Marketing major* (as described below), and students must earn a minimum 2.0 grade point average for those major courses.

The Capstone Option for Transfer Students

The Capstone Option is available to students who have earned an Associate in Applied Science (AAS) degree or have the equivalent certification and who have a cumulative 2.0/4.0 GPA on all accredited coursework prior to the completion of the AAS or certification, as calculated by SIU. The Capstone Option reduces the University Core Curriculum requirements from 39 to 30 hours, therefore reducing the time to degree completion. See the Capstone Option section for more information on this option. Students who apply for the Capstone Option will work with the College of Business Advisement Office for approval of the Capstone Option and will complete a personal contract for a degree completion plan.

Differential Tuition

The College of Business assesses differential tuition for College of Business majors. The College of Business has a “minor program fee” for majors outside of the College of Business that want to declare a minor through the College of Business. The minor program fee is equal to 15% of 15 credit hours of applicable tuition for declared College of Business minors.

Bachelor of Science Degree in Marketing Requirements

<table>
<thead>
<tr>
<th>Degree Requirements</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>University Core Curriculum Requirements</td>
<td>39</td>
</tr>
<tr>
<td>Professional Business Core</td>
<td>47</td>
</tr>
</tbody>
</table>
### Degree Requirements

<table>
<thead>
<tr>
<th>Requirements for Major in Marketing*</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Minimum grade of C required for all classes in major area. Marketing Core MKTG 305, MKTG 329, MKTG 363, MKTG 390, MKTG 493</td>
<td>24</td>
</tr>
<tr>
<td>Marketing Electives</td>
<td>9</td>
</tr>
<tr>
<td>Electives</td>
<td>10</td>
</tr>
</tbody>
</table>

Total 120 semester hours are required for graduation. Any additional hours of college level credit can be used to equal minimum 120 semester hours required for degree.

### Marketing Minor

A minor in Marketing consists of a minimum of 15 semester hours, including MKTG 304, MKTG 305 and nine credit hours in Marketing at the 300-level or above. All prerequisites for these classes must also be satisfied. MKTG 390, MKTG 493, MKTG 495 and MKTG 499A-D may not be taken as part of the minor in Marketing. An advisor within the College of Business must be consulted before selecting this field as a minor. At least nine of the 15 semester hours must be taken at Southern Illinois University Carbondale.

A minor from the College of Business requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for their minor, and students must earn a minimum 2.0 grade point average for those minor courses.

### Marketing Courses

**MKTG304 - Marketing Management** 304-3 Marketing Management. An introduction to issues involved in managing the firm's marketing activities in a dynamic environment. Introduces and discusses how concepts such as branding, pricing, promotion, and distribution enhance customer value and satisfaction. Examines how firms leverage technology to improve the efficacy of both traditional and e-commerce marketing activities. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG305 - Consumer Behavior** 305-3 Consumer Behavior. Examines the psychological and sociological factors that influence consumption and decision-making. Studies the practical implications of consumer attitudes and behavior for such marketing activities as merchandising, market research, distribution, product development, pricing, branding, and e-commerce. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG329 - Marketing Channels** 329-3 Marketing Channels. The methods and processes used in the distribution of consumer and industrial products and services. Emphasis is upon the ways in which certain basic distribution functions are carried out in the traditional channel system as well as e-commerce. The roles of a variety of sellers and buyers in for-profit and not-for-profit manufacturers, wholesalers, retailers and e-businesses as parts of this system are analyzed. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG336 - International Business** 336-3 International Business. Business activities of firms and social organizations are examined in an international/global environment. The course examines the fundamental concepts and principles of international/global business. It analyzes the marketing, finance,
accounting, managerial, logistics, and production functions of international/global operations. It examines the changing technological environment as it impacts international/global business, including the realm of e-commerce. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG350 - Small Business Marketing** 350-3 Small Business Marketing. Small business owners face many challenges in today's dynamic and competitive market place. This course is designed to equip the small business owner/manager with the expertise needed to effectively and efficiently implement the marketing strategies that lead to desired goals. The course will focus on marketing issues like: starting a small business, locating market opportunities, developing growth plans for brick-and-mortar as well as online business, and developing marketing plans specifically for small businesses. Course is taught from the point of view of the small business manager. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG363 - Promotion Management** 363-3 Strategic Promotion Management. The planning and management of marketing communication activities including advertising, personal selling, sales promotion, public relations, packaging and branding. The emphasis in the course is on strategic issues rather than tactical details. A consulting project involving a real client is usually required. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG364 - Internet Marketing** 364-3 Internet Marketing and Social Media. Introduction to digital marketing and marketing on the internet, including email marketing, social networks, search engine advertising and optimization, blogging, virtual communities, viral and affiliate marketing, mobile marketing, and online B2B communications. Focus is on how firms can use these new mediums to communicate with target audiences, deepen their relationships with online customers, and promote their products/services. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG380 - Professional Sales** 380-3 Professional Sales. Analysis of professional selling activities and how they fit into the firms promotional efforts. The course examines the dynamics of selling in traditional and e-commerce settings. The course emphasizes preparing the student via video taping to make sales presentations in business settings. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG390 - Marketing Research & Analysis** 390-3 Marketing Research and Analysis. The application of traditional and electronic media procedures and theories appropriate to solving marketing problems related to customer and competitive intelligence and marketing information systems. Prerequisites: MATH 139; ACCT/FIN/ MGMT 208 and MKTG 304 with a grade of C or higher. Restrictions: College of Business majors, junior standing; departmental approval required.

**MKTG401 - Retail Management** 401-3 Retail Management. Designed to present and integrate basic principles in decision areas such as location, layout, organization, personnel, merchandise control, pricing, sales promotion, traditional and e-commerce marketing strategies, and channel development considerations. A strategic managerial perspective of retail merchandising. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG405 - Brand Management** 405-3 Brand Management. This course is about branding, and the ways brands acquire and maintain economic and non-economic value. During our time together, we will explore the origins, power, theory, meaning, relevance and practice of brands, brand development, brand metrics and brand management. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

**MKTG435 - International Marketing** 435-3 International Marketing. Analysis of international operations and markets. Emphasis on the factors influencing marketing to and within foreign countries and the alternative methods of operations open to international firms including e-commerce. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.
MKTG438 - Sales Management 438-3 Sales Management. Analysis of the sales effort within the marketing system. Philosophies, concepts and judgment criteria of the sales function in relation to the total marketing program. Emphasis on the integration of computer- and Internet-based technologies in the strategic development and operations of the sales force. Prerequisite: MKTG 304, MKTG 380, and MGMT 304 with grades of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

MKTG463 - Advertising Management 463-3 Advertising Management. Deals with advertising from the viewpoint of business management. Discussion of integrated marketing communication and problems of integrating advertising strategy into the firm's total marketing program. Course discusses the role of advertising in different business environments such as technology driven markets and electronic commerce. Prerequisite: MKTG 304 and MKTG 363 with grades of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

MKTG489 - Services Marketing 489-3 Services Marketing. An exploration of the special challenges of services marketing, including analyzing and developing solutions for new service design and innovation; branding and selling services; service quality and customer satisfaction; infusion of services into manufacturing industries; service delivery and distribution including through intermediaries and electronic channels; self-service technology and smart services; pricing and ROI of services; and service failure and recovery. Prerequisite: MKTG 304 with a grade of C or better. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

MKTG493 - Marketing Strategy 493-3 Marketing Strategy. Integrates all marketing concepts discussed in core required marketing courses. The course is aimed at developing the student's ability to think comprehensively, and to apply marketing concepts in traditional and e-marketing problems. Prerequisite: MKTG 305, 329, 363 and 390 with grades of C or better. Restrictions: Marketing major or departmental approval required.

MKTG495 - Internship in Marketing 495-3 Internship in Marketing. Provides the student an opportunity to participate in an internship program coinciding with areas of interest. Course may be repeated in a subsequent semester, but only three semester hours may be applied toward the Marketing major. Additional credit hours may only satisfy the 300-400 level College of Business prefix elective or general elective requirements. Mandatory Pass/Fail only. Not for graduate credit. Restrictions: Marketing majors, junior standing or higher. Special approval needed from the department.

MKTG496 - Field Seminar Intnl Business 496-3 Field Seminar in International Business. Coursework and field study related to international business issues. Students will complete coursework on campus and then travel to international locations (e.g., Europe, Asia, or South America) for scheduled business visits with companies operating in those locations (both international and domestic businesses). Students will also complete additional report writing upon return from their international trip. Fees: package cost for air transportation, land travel in and between countries, lodging, and some meals, in addition to tuition and on-campus costs. Prerequisite: MKTG 304. Restrictions: College of Business majors or minors, junior standing or higher; or departmental approval required.

MKTG499A - Marketing Insights 499A-1 to 3 per section Marketing Insights. Provides the student an opportunity to participate in an independent study, or seminar coinciding with areas of interest. May be repeated for credit only when topics vary. Not for graduate credit. Prerequisites: MKTG 304, 305, 363, plus two Marketing electives, a 3.4 SIUC GPA or better in all Marketing courses and a 3.0 SIUC GPA or better in upper division College of Business courses. Restrictions: Marketing major, junior standing or higher, special approval needed from the instructor and departmental chair in the semester prior to enrollment; or departmental approval required.

Marketing Faculty

Adjei, Mavis, Associate Professor, Ph.D., University of Mississippi, 2006.
Anaza, Nwamaka, Assistant Professor, Ph.D., Purdue University, 2010.
Bruner, Gordon C., II, Professor, Emeritus, Ph.D., University of North Texas, 1983.
Clark, Terry, Professor and Dean, Ph.D., Texas A&M University, 1987.
Fraedrich, John P., Professor, Ph.D., Texas A & M University, 1988.
King, Maryon F., Associate Professor, Emeritus, Ph.D., Indiana University, 1989.
Knowles, Lynette L., Associate Professor, Emeritus, Ph.D., Ohio State University, 1990.
Lee, Jaehoon, Assistant Professor, Ph.D., University of Texas at San Antonio, 2011.
Summey, John H., Associate Professor, Emeritus, Ph.D., Arizona State University, 1974.

Last updated: 02/09/2017

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Catalog Year Statement:
Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.