

MARKETING

Bruce Keillor, Chair

(330) 941-3080

Marketing deals with processes that provide products and services to buyers with the goal of satisfying their needs and wants and developing ways to meet them. Marketing is the fundamental role of business—both for-profit and not-for-profit. Indeed, it was recently stated in the *Harvard Business Review* that, within the context of business, "marketing is everything." The success of an organization's marketing determines the success of the organization. It is no wonder then that marketing is the central activity of business organizations in market economies.

Marketing addresses a number of business issues, including deciding what products to offer, to whom, at what price, and at what location. Marketing majors in the Williamson College of Business Administration (WCBA) enroll in a wide variety of courses that examine these areas in great detail to provide them with the tools and knowledge to succeed in the world of business. For those not majoring in marketing, the course offerings provide a knowledge of how businesses function and how other business operations, such as finance and management, provide the inputs necessary for successful decision making and strategy implementation.

Students can select one of two tracks in the Marketing major: Marketing Management and Sales Management.

Learning Outcomes

- Recognize, analyze, and solve marketing and marketing-related problems.
- Apply appropriate technologies to solve marketing and marketing-related problems.
- Demonstrate effective oral and written communication skills.
- Identify and assess ethical and social responsibility issues.
- Demonstrate professional behavior in marketing and marketing-related situations.

For more information, visit the Marketing Major (<https://ysu.edu/academics/williamson-college-business-administration/marketing-major/>).

Chair

Bruce Keillor, Ph.D., Professor, Acting Chair

Professor

Kendra Fowler, Ph.D., Associate Professor

Omer Genc, Ph.D., Assistant Professor

Peter A. Reday, Ph.D., Associate Professor

Christina Saenger, Ph.D., Associate Professor

Doori Song, Ph.D., Associate Professor

Emre Ulusoy, Ph.D., Associate Professor

Ying Wang, Ph.D., Professor

Lecturer

Laura J. Dewberry, M.B.A., Senior Lecturer

Michael Pontikos, M.B.A., Senior Lecturer

John Rossi, M.B.A., Senior Lecturer

Donna Walsh, M.B.A., Senior Lecturer

Majors

- Advertising and Public Relations (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/advertising-public-relations/>)
- Marketing: Management Track (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/marketing-management-track/>)
- Marketing: Sales Management Track (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/marketing-sales-management-track/>)

Minors

- Advertising and Public Relations Minor (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/advertising-public-relations-minor/>)
- Marketing Minor (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/marketing-minor/>)
- Sales (<http://catalog.ysu.edu/archives/2020-2021/undergraduate/colleges-programs/college-business-administration/department-marketing/sales-minor/>)

Advertising

ADV 3710 Basic Public Relations 3 s.h.

Study of the management function which investigates and evaluates public attitudes, policies, means, and techniques used in the field to earn public understanding and acceptance.

Prereq.: ENGL 1551 and GPA of 2.5.

ADV 3711 Marketing Communications 3 s.h.

Examines the integration of promotional activities within a marketing context. Presents the marketing communication role of the four elements in the promotional mix then takes a holistic perspective that focuses on the interrelationships among advertising, public relations, sales promotion, and personal selling.

Prereq.: sophomore standing; 2.5 GPA.

ADV 3712 Creative Strategies in IMC 3 s.h.

The creative process is related to the different message and graphic needs required in advertising, public relations, and sales promotion. Examines the synergistic possibilities of the separate efforts focused on the same creative strategy within an integrated marketing communications (IMC) campaign.

Prereq.: ADV 3711 and GPA of 2.5.

ADV 3717 Media Planning and Buying 3 s.h.

Planning, executing, and controlling of media buys. Techniques of allocation of budget among print and electronic media explored on national, regional, and local levels familiarizing the student with syndicated media resources.

Prereq.: ADV 3711 and GPA of 2.5.

ADV 3720 Introduction to Adobe Creative Cloud 3 s.h.

The Adobe Creative Cloud is a suite of programs to aid in the development and execution of graphical assets used for marketing, advertising, and branding. This course will introduce the student to the inner working of Adobe Creative Cloud programs and how they relate to one another as well as the proper usage of the programs. Through practical exercises, students will become fluent in industry standard software for line art, logos, vector graphics, and page layout for both print and web as well as tricks and time efficient techniques to keep work clean and professional.

Prereq.: Sophomore standing; 2.5 GPA.

ADV 4850 Advertising Internship 3 s.h.

Through employment with participating business organizations the student will receive professional advertising experience. Required paper on the relationship between advertising theory and practice.

Prereq.: MKTG 3703, 2.5 GPA.

ADV 4855 IMC Campaigns 3 s.h.

Capstone course in the integrated marketing communications curriculum. By employing the fundamental theories and practices garnered from previous integrated marketing communications courses for a specific IMC problem, the focus is the development of an integrated marketing communications campaign.

Prereq.: ADV 3711, ADV 3712, ADV 3717 and GPA of 2.5.

ADV 4899 Independent Study 3 s.h.

This course will allow students to develop a special topic of interest under the direct supervision of a marketing faculty member. The objective of this course is to provide the student with a strong understanding of a specific area of advertising.

Prereq.: ADV 3711; 2.5 GPA.

Entrepreneurship

ENT 3700 Entrepreneurship New Venture Creation 3 s.h.

An examination of the entrepreneurial process from opportunity recognition and assessment through the launch of the new firm. Emphasis placed on exploring creativity and innovation. Students will develop a feasible business idea, present the idea as an elevator pitch, and write a business proposal.

Prereq.: BUS 1500; sophomore standing; GPA 2.5.

ENT 3750 Entrepreneurship-Small Business Financial Management 3 s.h.

Practical application of accounting and finance concepts in small/new businesses. Emphasis on raising capital, understanding financial statements, implementing small business accounting software, and forecasting revenue, expenses, and cash flow.

Prereq.: ENT 3700 or FIN 3720; GPA 2.5.

ENT 4800 Entrepreneurship-Business Plan Development 3 s.h.

An in-depth study of the aspects of a successful business plan. An individual business plan will be developed by students based on the analysis of a viable business concept.

Prereq.: ENT 3700 and ENT 3750 or MGT 3725 and MKTG 3703 and FIN 3720; GPA 2.5.

ENT 4850 Entrepreneurship Internship 3 s.h.

The student is given the opportunity to relate theory to practice in an on-site field experience in a new venture or local small business. Student works 12-15 hours per week under direct supervision of company management and direct guidance of faculty advisor. A weekly journal and final report are required.

Prereq.: ENT 3700; ENT 3750; ENT 4800; GPA 2.5; Approval of Director.

ENT 4851 Field Studies in Entrepreneurship 3 s.h.

Students work with actual problems and opportunities faced by small businesses under faculty supervision. Problems/opportunities are defined, analyzed and researched. Recommendations are developed and presented to business owners for evaluation.

Prereq.: ENT 3700; ENT 3750; ENT 4800 or MGT 3725; MKTG 3703; FIN 3720; GPA 2.5.

Marketing

MKTG 1520 Selected Marketing Topics 1-3 s.h.

Topics vary each semester. Subject matter and number of credit hours announced in advance of each offering. May be taken twice with change of topic.

Prereq.: permission of instructor.

MKTG 3702 Business Professionalism 1 s.h.

This course is intended to help students prepare for and accomplish a successful transition from college to a professional career. Students will be challenged to understand the various elements of business professionalism including etiquette, communications, image, conflict resolution, career exploration and job search.

Prereq.: BUS 1500 or 1500H (grade of "C" or better); Sophomore standing; GPA of 2.5.

MKTG 3703 Marketing Concepts and Practice 3 s.h.

The activities involved in marketing products, services, and ideas examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy.

Prereq.: 'C' or better in BUS 1500 and 2.5 GPA and junior standing.

MKTG 3709 Retail Marketing 3 s.h.

Retailing is the largest industry and the dominant employer in the U.S. economy. The industry is explored, with particular emphasis on understanding the activities of retailers, both large and small. Topics include shopper behavior, store location, store layout, product presentation, and customer service. The criteria for success in retailing, the impact of technology on retailing, and the retail process examined within the larger domain of marketing. Beneficial to all marketing and business majors, as well as others engaged in shopping activities.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 3720 Business to Business Marketing 3 s.h.

Characteristics of Manufacturers' goods, channels of distribution, functions of intermediaries, distribution costs, marketing research, government control, and legal limitations. Product policies, service policies, packaging policies, price policies. Industrial advertising organization, planning and budgeting, uses of advertising agencies and national advertising media, sales manuals, dealer helps.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 3726 Consumer Behavior 3 s.h.

Individual and group behavior as related to marketing consumer behavior, considered from both the standpoint of the marketing manager and from that of the individual as a consumer. The behavioral sciences serve as a background to provide standards for the social and human evaluation of current marketing activities. Topics include the buyer as problem solver, buying decision processes and models, measurement of promotional effectiveness, and life style analysis.; May be taken concurrently with MKTG 3703.

Prereq.: GPA of 2.5.

MKTG 3740 Professional Selling 3 s.h.

Personal selling and sales management examined within the marketing environment. Emphasis on marketing relationships, buyer motivation and behavior, selling strategy and sales management techniques. 2.5 GPA.

Prereq.: BUS 1500 and sophomore standing.

MKTG 3742 Organizational Purchasing 3 s.h.

Examination of procurement and purchasing activities within the organization with a concentration on the multiple levels of supplier and customer relationships. Topics include current trends in procurement and sourcing, purchasing policy and procedures, supplier evaluation and selection, sourcing processes, and contract management.

Prereq.: MKTG 3703; 2.5 GPA.

MKTG 3745 Sales and Account Management 3 s.h.

The course provides an overview of sales and account management. Concepts covered include strategic planning, sales leadership, analyzing customer-buyer markets, and designing and developing a sales force.

Prereq.: MKTG 3703; MKTG 3740 (may be taken concurrently) and overall GPA of 2.5.

MKTG 3747 Negotiations Concepts and Strategies 3 s.h.

The purpose of this course is to understand the theory and processes of negotiation so that the student can successfully negotiate in a variety of professional settings.

Prereq.: MKTG 3703 and overall GPA 2.5.

MKTG 3749 Introduction to Sports Marketing 3 s.h.

The field of Sports Marketing has emerged as a notable sector in commerce over the past three decades. This course will explore strategies for marketing through sports which include conventional marketing approaches as well as innovative sponsorship strategies. The course will also examine the more specialized aspects of sports marketing which involve active measures that are designed to influence consumer preferences for a variety of sports products and service - the marketing of sports.

Prereq.: MKTG 3703.

MKTG 3750 Product and Brand Management 3 s.h.

New product development and brand creation 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.

Prereq.: MKTG 3703 and 2.5 GPA.

MKTG 4811 Interactive Marketing 3 s.h.

In-depth investigation of interactive marketing including direct response marketing and other technology-based forms of business-customer interaction including measuring the effectiveness and the integration of interactive marketing activities into the overall marketing strategy.

Prereq.: MKTG 3703; GPA of 2.5.

MKTG 4815 Marketing Research and Analytics 3 s.h.

Introduction to the major areas of marketing research. Problem definition, research design, gathering information and analysis to assist marketing management with the decision making process. Emphasis will be placed on using data and information in an applied context.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4825 Marketing Management 3 s.h.

Comprehensive study of the management functions in marketing including organization, planning, research, merchandising, sales, advertising and promotion, marketing channels, and control related to corporate policies and objectives. Management practices covering recruiting, selection, training, equipping, compensating, and supervising.

Prereq.: MKTG 3703, MKTG 3726 and GPA of 2.5; May be taken concurrently with MKTG 4815.

MKTG 4842 Special Topics in Marketing 1-3 s.h.

Topics vary each semester. Subject matter, number of credits, and prerequisites announced in advance of each topic. No more than one Special Topic per semester is permitted. May be taken twice with change of topic.

Prereq.: Permission of Chairperson; 2.5 GPA; junior standing.

MKTG 4842Q Special Topics in Marketing Global Entrepreneurship 1-3 s.h.

Topics vary each semester. Subject matter, number of credits, and prerequisites announced in advance of each topic. No more than one Special Topic per semester is permitted. May be taken twice with change of topic.

Prereq.: Permission of Chairperson; 2.5 GPA; junior standing.

MKTG 4845 International Marketing 3 s.h.

Development of United States trade, foreign trade promotion, organization, export and import procedures and practices. Presented from the viewpoint of the international marketing manager who must recognize differences between markets in various countries as influenced by their particular cultural and economic environments.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4846 Marketing Channels and Logistics 3 s.h.

Consideration of the problems likely to arise in the planning for and movement of goods through channels of distribution from producer to end-user. Elements of the logistical system, including transportation modes, plant and warehouse location, and inventory size determinations. Behavioral and functional relationships with and between channel members in a supply chain.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4849 Export Strategy 3 s.h.

The student will learn how to manage and operate and export-based business. The focus will be on identifying local products, local companies, and an international opportunity to export by researching a specific market and working directly with a local firm.

Prereq.: MKTG 3703, GPA 2.5.

MKTG 4850 Marketing Internship 3 s.h.

Through employment with participating business organizations the student receives professional marketing experience. Candidates work for the entire semester at a local business organization under the direct guidance of a faculty advisor. Required paper at the end of the course on the relationship of marketing theory and practice.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4851 Services Marketing 3 s.h.

Cross-functional approach to the marketing of customer services in profit and non-profit organizations, including domestic and international opportunity analysis, customer analysis, financial analysis, strategy formulation, process and systems management, and quality improvement.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4852 Advanced Marketing Internship 3 s.h.

This course is an extension of MKTG 4850 Marketing Internship. It is designed to allow students to continue a current internship at a more advanced level or to engage in additional internship experience.

Prereq.: MKTG 4850; 2.50 GPA.

MKTG 4853 Sales Internship 3 s.h.

Through employment with a participating business organization the student receives professional sales experience. Candidates work for the entire semester at an approved business organization.

Prereq.: MKTG 3703 and GPA of 2.5.

MKTG 4870 Small Business/Entrepreneurship 3 s.h.

Study of the small business environment and the problems in starting a business. How small businesses apply the managerial functions in using their resources.

Prereq.: MKTG 3703.

Cross-listed: MGT 4870.

MKTG 4871 Small Business Enterprise 3 s.h.

Students work with actual problems faced by small businesses under faculty supervision. Problems are defined, analyzed, researched. Recommendations are developed and presented to clients for evaluation.

Prereq.: MKTG 3703.

Cross-listed: MGT 4871.

MKTG 4899 Marketing Independent Study 1-3 s.h.

This course will allow students to develop a topic of interest under the direct supervision of a marketing faculty member.

Prereq.: MKTG 3703 and 2.5 overall GPA.