

# MARKETING

## College of Business Administration

**Department Chair:** Ingrid Martin

**Department Office:** College of Business Administration CBA 354

**Website:** <http://www.csulb.edu/depts/marketing>

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**Faculty:** Mary Celsi, Pamela Miles Homer, David Horne, Ingrid Martin, Sungwook "Sam" Min, Risto Moisis, Sayantani Mukherjee, Hieu Nguyen, Thuc "Doan" Nguyen, Tianjiao Qiu, Praveen Soni, Terrence H. Witkowski, Tao "Alex" Wu

**Administrative Support Coordinator:** Raquel Porter  
For MBA with Specialization in Marketing, see Business Administration, Graduate Programs.

### Career Possibilities

Social Media Planner, Sales Representative • Manager Trainee • Retail Buyer • Insurance Agent • 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 • Real Estate Agent • 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.

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### Undergraduate Programs

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#### Bachelor of Science in Business Administration

##### Admission Under Impaction

Refer to the following website for additional impaction criteria: [http://www.csulb.edu/depts/enrollment/admissions/impacted\\_major.html](http://www.csulb.edu/depts/enrollment/admissions/impacted_major.html).

##### 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, including economics and statistics, must be completed at this university. For details, refer to the CBA Policy on Course Transfers/Substitutions.

##### 1. Lower Division:

Take all of the following:

ACCT 201 Elementary Financial Accounting (3)  
Prerequisite: None

ECON 100 Principles of Macroeconomics (3)  
Prerequisites: MATH 103 or higher; one GE Foundation course.

ECON 101 Principles of Microeconomics (3)  
Prerequisite/Corequisite: MATH 103 or higher.

MATH 115 Calculus for Business (3)  
Prerequisite: Appropriate ELM score, ELM exemption, or MAPB 11.

STAT 108 Statistics for Everyday Life (3)  
Prerequisite: None

##### 2. Critical Thinking Course Requirements:

Choose one of the following:

PHIL 170 Critical Reasoning (3)  
Prerequisite/Corequisite: GE Foundation requirements Category A.1 (Written English).

I S 100 Information Technology Literacy (3)  
Prerequisite: None

##### 3. All business and pre-business majors shall demonstrate computer literacy and competency prior to taking junior and senior level courses. Requires one of the following:

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

B. With Credit (Cr) or "C" or better grade in a transfer equivalent course, complete:  
IS 233 Introduction to Computer Systems and Applications (3)  
Prerequisite: None

##### 4. Upper Division:

A. Take all of the following:

CBA 300 International Business (3)  
Prerequisite: None

ACCT 310 Cost Accounting for Managers (3)  
Prerequisites: ACCT 201 or equivalent.

ECON 333 Managerial Economics (3)  
Prerequisites: ECON 100, 101; MATH 115 or 122.

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: 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 (ACCT 310, FIN 300, MGMT 300, MKTG 300, IS 301):  
MGMT 425 Business Strategy and Policy (3)  
Prerequisites: ACCT 310 or 320; MGMT 300, MKTG 300, FIN 300, 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.

### Requirements

1. Nine units selected from the following courses:  
MKTG 310, 330, 410, 420, 430, 437, 465, 480, 481, 492.
2. Take the following courses:
  - MKTG 470 Marketing Research (3)  
Prerequisites: MKTG 300; IS 301, 310.
  - MKTG 490 Consumer Behavior (3)  
Prerequisite: 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

1. Take the following course:  
MKTG 300 Marketing (3)  
Recommended: ECON 100, 101.
2. 15 units selected from the following courses:  
MKTG 310, 330, 410, 420, 430, 437, 465, 470, 480, 481, 490, 492, 494 or CBA 300 as approved by the department.

### Prerequisites

1. IS 310 is a prerequisite for MKTG 470;
2. MKTG 480 is a prerequisite for MKTG 481;
3. MKTG 300 is a prerequisite for MKTG 420, 430, 465, 470, 480, 481, 490 and 492.

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## Courses (MKTG)

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### UPPER DIVISION

#### 300. Marketing (3)

Recommended: ECON 100, 101.

Relation of marketing system to other activities in the firm. Firms and domestic and world marketing environments. Economic and social effects on marketing. Human behavior's effects on marketing, communications, information systems, management problems and their solutions.

#### 310. Retail Concepts and Policies (3)

Overview of the retail system. Retail decision making emphasized in relation to these areas: store operation and management, merchandise assortment and pricing, store location and layout, advertising and sales communication, consumer analysis, retail information systems, retail accounting and control.

Letter grade only (A-F).

#### 330. Mass Marketing Communications: Advertising (3)

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).

#### 410. Services Marketing (3)

Prerequisite: MKTG 300, IS 301.

Applies marketing management techniques, marketing strategies, and processes for service evaluation and service quality improvement to service marketing. Characteristics of services marketing, service management, service evaluation, techniques for improvement, services marketing in global environments, and marketing techniques.

Letter grade only (A-F).

#### 420. Sales Management (3)

Prerequisite: MKTG 300, IS 301.

Management of sales force. Sales Analysis, forecasting techniques, account and territory management and negotiations. Integrating the personal computer into the sales function.

Letter grade only (A-F).

#### 430. Promotion Strategies (3)

Prerequisite: 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)

Prerequisite: MKTG 300, IS 301

Course Description: 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)

Prerequisite: MKTG 300, IS 301.

Focus on business, government, and institutional markets. Comparison with consumer marketing. Analysis of business products/services and domestic/international strategy. Emphasis in relationship-management, e-commerce, supply chain, negotiation, technology innovation, brand assessment, trade, selling, and advertising strategy. Integration and application of information technology.

Letter grade only (A-F).

#### 470. Marketing Research (3)

Prerequisites: MKTG 300; IS 301, 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).

#### 480. International Marketing (3)

Prerequisite: 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 outside the U.S. 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)**

Prerequisite: 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)**

Prerequisite: MKTG 300 or consent of instructor; 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 and solution.

Letter grade only (A-F).

**495. Selected Topics in Marketing (1-3)**

Prerequisites: Consent of instructor, a GPA of 3.0 in marketing, IS 301.

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

Individual projects, study and research of advanced nature in marketing.