

# MARKETING



**Cathie H. Tinney, Ph. D.**  
**Associate Professor and Coordinator of Marketing**

Dr. Tinney is an Associate Professor of Marketing. She has degrees from South Dakota State University and the University of Minnesota. Dr. Tinney teaches principles of marketing, consumer behavior, and leadership for women in business, and product/service management. The influence of the extended family and family structures on consumer purchase behavior throughout the family life cycle are the focus of Dr. Tinney's research activities.

Administered by the School of Business, the Bachelor of Business Administration degree in Marketing is designed to provide a broad fundamental knowledge of the nature, structure, institutions, and functions of marketing. The student graduating with the degree can expect to be competitive in the general contexts of sales and marketing. In addition, the student will be able to analyze information that are critical to making marketing decisions whether in manufacturing, distribution (including retailing), service, or not-for-profit industry sectors.

## Degree Requirements

The minimum total credits required for a BBA in Marketing is 122.

### General Education

**47 Credits**

Complete the requirements shown in the General Education Requirements section on pages 63-64 of this catalog. Include the following specified courses:

Mathematics	MATH 1324 & 1325 or MATH 2412 & 2413
Social Science	PSYC 1301 & SOCI 1301

### Computer Use

Marketing majors obtain skills in using computers in problem-solving in COSC 1335 (BCIS 1305 or 1405), a required lower division course. ACCT 3333/MNGT 3333, a required core business course, includes further development of these skills and application in a business context in preparation for their use in other upper division business courses, especially MNGT 4375.

### Lower Level Business Courses

**18 Credits**

Complete the requirements shown in the **Lower Level Business Courses** section on page 63 of this catalog.

### Upper Level Business Common Core Courses

**30 Credits**

Complete the requirements shown in the **Upper Level Business Common Core Courses** section on page 64 of this catalog.

### Other Required Upper Level Courses

MRKT 3315	Consumer Behavior	3
MRKT 4312	Marketing Management	3
MRKT 4314	Marketing Research and Information Systems	3
	Approved MRKT electives totaling 9 hours	9
	Approved Business electives totaling 9 hours	9
		<b>27 Credits</b>

## Marketing Minor

A minor in Marketing consists of a total of 18 credit hours.

### Required Courses for Marketing Minor

MRKT 3300	Principles of Marketing	3
MRKT 3315	Consumer Behavior	3
MRKT 4314	Marketing Research and Information Systems	3
An additional 9 credit hours from upper-level MRKT electives.		9
		<b>18 Credits</b>

Prerequisites for the minor are ECON 2301, ECON 2302, and MNGT 3302 or equivalent.

### Course Listing

#### **MRKT 3300 Principles of Marketing (3)**

Survey of marketing fundamentals with focus upon product, price, promotion and distribution within the context of business decision-making. Prerequisites: ECON 2301 and ECON 2302. FS

#### **MRKT 3304 Small Business Marketing (3)**

Survey of marketing functions for small business owners. A focus will be given to unique issues of product, price promotion and distribution within the context of small business ownership. Prerequisite: MRKT 3300.

#### **MRKT 3306 Retailing and Distribution (3)**

Consideration of the important role retailing plays in the successful dissemination of consumer goods. Both traditional and nontraditional forms of retailing will be investigated. Special retail-related distribution problems will also be covered. Prerequisite: MRKT 3300.

#### **MRKT 3307 Sales Management (3)**

Planning, organizing, directing and controlling the sales function as it relates to the marketing mix; also, stress is placed upon professional selling techniques. Prerequisite: MRKT 3300.

#### **MRKT 3308 Promotion Management (3)**

Planning, organizing, directing and controlling the promotion function as it relates to the marketing mix. The elements of good advertising are also stressed. Prerequisite: MRKT 3300.

#### **MRKT 3315 Consumer Behavior (3)**

Concepts of consumer behavior. Emphasis on psychological, sociological and economic variables and their effects on purchasing behavior. Prerequisite: MRKT 3300.

#### **MRKT 3325 International Marketing – Study Abroad (3)**

This course will be an intensive study of marketing and management issues related to business in Mexico. As a class, students will travel to a major city in Mexico. Visits to businesses, governmental agencies, and other activities provide the basis to study social, cultural, political and economic issues important to business relations with Mexico. Study of essential Spanish phrases and vocabulary included. Prior knowledge of Spanish is not required. Prerequisites: 3 credit hours in management or marketing and permission of instructor.

#### **MRKT 4301 E-Marketing (3)**

Exploration of the basic issues and methods of electronic (internet-based) marketing within the general context of electronic commerce. Adaptation of basic marketing logics is emphasized. Prerequisite: MRKT 3300 and COSC 1335.

#### **MRKT 4312 Marketing Management (3)**

Emphasis on Marketing strategy and tactics using case studies of corporate successes and failures. Prerequisites: MRKT 3300 plus 6 additional hours of marketing and senior standing.

#### **MRKT 4314 Marketing Research and Information Systems (3)**

Behavioral sciences research methods, social process and structure influences upon marketing activities and their integration as a total system of marketing action. Prerequisites: MRKT 3300 and MNGT 3302 (or concurrent enrollment).

**MRKT 4320 International Marketing (3)**

Enterprise, comparative marketing, transport institutions and systems in selected foreign countries and the United States. Emphasizes ethnic and cultural differences in marketing strategy. Prerequisite: MRKT 3300. Crosslisted with MNGT 4320. S04

**MRKT 4322 Women in Business (3)**

Sociological, psychological, cultural and historical influences on women in the modern business environment. Broad social trends, conflicting messages and demands, and situationally appropriate individual responses are considered. Prerequisite: Junior or senior standing.

**MRKT 4359 Service Marketing (3)**

Emphasis on marketing in the service sector of the economy plus application of marketing techniques to service, ideological, educational, and not-for-profit organizations. Prerequisite: MRKT 3300.

**MRKT 4389 Selected Topics in Marketing (3)**

Undergraduate courses which will be offered only once or will be offered infrequently or which are being developed before a regular listing in the catalog. Prerequisite varies.

**MRKT 4391 Contract Study in Marketing (3)**

An individual independent study course or research project that addresses a topic not offered in the curriculum. Prerequisite varies.

**MRKT 4392 Internship (3)**

A supervised field experience as a marketing professional that enables the student to explore career options. Internship must involve work that is substantially marketing in nature with job responsibilities similar to those that a full-time employee would face. May be taken only once for credit. Prerequisites: MRKT 3300 and 9 additional hours of upper-level marketing; minimum GPA of 2.5 overall and 2.75 in the major; and permission of academic advisor and faculty internship advisor.

## DEGREE PLAN: BBA IN MARKETING

Fall	Hours	Spring	Hours
ENGL 1301	3	ENGL 1302	3
MATH 1324	3	MATH 1325	3
COMM 1315	3	HIST 1302	3
HIST 1301	3	Visual/Performing Art	3
Lab Science	4	Lab Science	4
<b>Total Hours</b>	<b>16</b>		<b>16</b>

Sophomore Year			
Fall	Hours	Spring	Hours
ACCT 2301	3	ACCT 2302	3
COSC 1335	3	ECON 2302	3
ECON 2301	3	PLSC 2306	3
PLSC 2305	3	MNGT 2301	3
PSYC 1301	3	SOCI 1301	3
<b>Total Hours</b>	<b>15</b>		<b>15</b>

Junior Year			
Fall	Hours	Spring	Hours
MNGT 3302	3	ACCT 3333	3
MNGT 3310	3	MRKT Elective	3
MRKT 3300	3	MRKT Elective	3
English Literature	3	MNGT 3311	3
FINA 3320	3	MNGT 3324	3
<b>Total Hours</b>	<b>15</b>		<b>15</b>

Senior Year			
Fall	Hours	Spring	Hours
MRKT 4312	3	MRKT 4314	3
MRKT 3315	3	MRKT Elective	3
MNGT 3340	3	ECON Elective	3
Business Elective	3	MNGT 4375	3
Business Elective	3	Business Elective	3
<b>Total Hours</b>	<b>15</b>		<b>15</b>