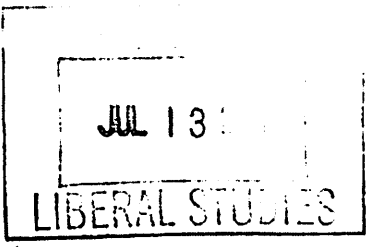


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Submission Date: _____

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UWUCC USE Only
Number: _____

Submission Date: _____

Action-Date: UWUCC App 2/12/02

01-27a

Senate App 4/2/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Rajendar K. Garg Phone 357-4547

Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

 COURSE _____
Suggested 20 character title

 New Course* _____
Course Number and Full Title

 Course Revision _____
Course Number and Full Title

 Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

 Course Deletion _____
Course Number and Full Title

 Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

 Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: **Major** **Minor** **Track**

 New Program* _____
Program Name

Program Revision* B.S. in Marketing _____
Program Name

 Program Deletion* _____
Program Name

 Title Change _____
Old Program Name

R.K. Garg
Department Curriculum Committee

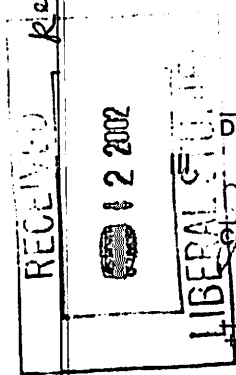
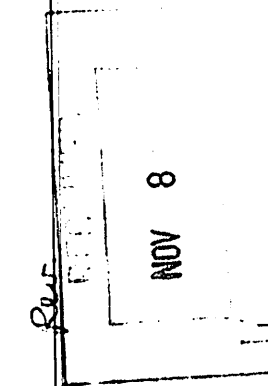
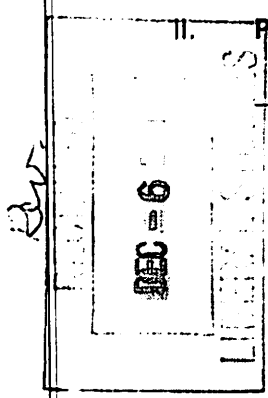
[Signature]
Department Chair

[Signature]
College Curriculum Committee

[Signature]
College Dean

[Signature] 3/20/02
Director of Liberal Studies (where)

[Signature]
*Provost (where applicable)



Department of Marketing

Part II. Description of Curriculum Change

1. Catalog Description

[Old Catalog Description]

Department of Marketing

The Bachelor of Science in Marketing program is designed to prepare its majors for a wide range of careers in private and public sector marketing including sales, management, retailing, brand management, customer affairs, marketing research, public relations, and international marketing. The program focuses on integrating technical knowledge in all areas of marketing with analytical and communication skills to prepare the students for the challenges of the global competition in the twenty-first century.

[New Catalog Description]

Department of Marketing

The Bachelor of Science in Marketing program is designed to prepare its majors for a wide range of careers in private and public sector marketing including sales management, retailing, brand management, advertising, distribution and logistics, customer relationship management, marketing research, public relations, marketing for non-profit organizations, E-commerce and international marketing. The program focuses on integrating technical knowledge in all areas of marketing with analytical and communication skills to prepare the students for the challenges of the global competition in the twenty-first century.

2. **Summary of Changes:**

a. **Table:** The attached table compares the old program and the proposed revised program. Two significant changes should be noted in the Table.

1. Major requirements changed from 18 cr. Hours to 12 cr. Hours.
2. Elective requirements changed from 9 cr. Hours to 15 cr. Hours.

b. **List of all associated course changes (New or revised, number, title, or description changes and deletion).**

ACCT 300	Managerial Accounting	Deleted from the Major requirements.
ECON_300/400	Adv. Econ.Elective	Deleted from the Major requirements.
ECON 331	Econ. Org. of Inc	Deleted from Controlled Electives list.
ECON 345	International Economics	Deleted from Controlled Electives list.
MKTG 438	Relationship Marketing	Added to the Controlled Electives list.
MKTG 439	Internet Marketing	Added to the Controlled Electives list.
MKTG 440	Direct Marketing	Added to the Controlled Electives list.
MKTG 441	Export Marketing	Added to the Controlled Electives list.
MKTG 481	Special Topics	Added to the Controlled Electives list.
MKTG 482	Independent Study	Added to the Controlled Electives list.
**** ***	Non-Marketing/Interdisciplinary Electives	Added to the Controlled Electives list.

OTHER CHANGES

MKTG 421	Marketing Research	Course pre-requisite change.
MKTG 431	Industrial Marketing	Course name change.

Students can take with specific advisement a maximum of two 300 or 400 level elective courses from Marketing related complementary areas (such as Accounting, Economics, Finance, Journalism, Communications Media, Psychology, Math, Geography) to suit their individual career needs.

Table: Old/New Marketing Program

<u>OLD PROGRAM</u>		<u>NEW PROGRAM</u>	
Bachelor of Science-Marketing		Bachelor of Science-Marketing	
Liberal Studies: As outlined in Liberal Studies section with the following Specifications: Mathematics: MATH 121 Social Science: ECON 121, PSYC 101 Liberal Studies elective: BTED/COSC/IFMG 101, ECON 122, MATH 214, no courses with MKTG prefix	54-56	Liberal Studies: As outlined in Liberal Studies section with the following Specifications: Mathematics: MATH 121 and 115 Social Science: ECON 121, PSYC 101 Liberal Studies elective: BTED/COSC/IFMG 101, ECON 122, MATH 214, no courses with MKTG prefix	54-56
College: Business Administration Core	33	College: Business Administration Core	33
Required courses:		Required courses:	
ACCT 201 Accounting Principles I	3sh	ACCT 201 Accounting Principles I	3sh
ACCT 202 Accounting Principles II	3sh	ACCT 202 Accounting Principles II	3sh
BLAW 235 Legal Environment of Business	3sh	BLAW 235 Legal Environment of Business	3sh
BTST 321 Business and Interpersonal Comm	3sh	BTST 321 Business and Interpersonal Comm	3sh
FIN 310 Finance I	3sh	FIN 310 Finance I	3sh
IFMG 300 Info Systems: Theory and Practice	3sh	IFMG 300 Info Systems: Theory and Practice	3sh
MGMT 310 Principles of Management	3sh	MGMT 310 Principles of Management	3sh
MGMT 330 Production and Operations Mgmt	3sh	MGMT 330 Production and Operations Mgmt	3sh
MGMT 495 Business Policy	3sh	MGMT 495 Business Policy	3sh
MKTG 320 Principles of Marketing	3sh	MKTG 320 Principles of Marketing	3sh
QBUS 215 Business Statistics	3sh	QBUS 215 Business Statistics	3sh
Major: Marketing	27	Major: Marketing	27
Required courses:		Required courses:	
ACCT 300 Managerial Accounting	3sh	MKTG 321 Consumer Behavior	3sh
MKTG 321 Consumer Behavior	3sh	MKTG 420 Marketing Management	3sh
MKTG 420 Marketing Management	3sh	MKTG 421 Marketing Research	3sh
MKTG 421 Marketing Research	3sh	MKTG 422 Seminar in Marketing	3sh
MKTG 422 Seminar in Marketing	3sh		
ECON --- Advanced Economics Elective: 300/400-level course	3sh	Controlled electives: Five courses from the following: MGMT/MKTG 350, MKTG 430, 431, 432, MKTG 433, 434, 435, 436, 437, 438, MKTG 439, 440, 441, 481(3sh max.), MKTG 482 (3sh max), 493(3sh max), a maximum of two (6sh) senior level non MKTG prefix courses from complementary areas (such as ACCT, COMM, ECON, GEOG, JRNL, IFMG, MATH, MGMT, PSYC, etc.) to meet individual student program and career preparation needs (with advisor permission)	15sh
Controlled electives: Three courses from list: ECON 331, 345 MGMT/MKTG 350, MKTG 430, 431, 432, MKTG 433, 434, 435, 436, 437, 493(3sh max)	9sh		
Other Requirements:	0	Other Requirements:	0
Free Electives:	8-10	Free Electives: (Maximum of 5 sh in Business Courses)	8-10
-----		-----	
Total Degree Requirements:	124	Total Degree Requirements:	124

3. Rationale for change:

- a. This change reflects the current practice in other major Marketing degree programs in the country where the Marketing core consists of the essential marketing sub-areas. Courses such as Managerial Accounting and Advanced Economic Electives are not included as required major core courses. Please see attached Marketing program descriptions for required courses from other universities that show typical marketing major required courses. These programs do not include Accounting or Economics course as a required Marketing major course. We have therefore removed these two courses from the list of major required courses. However, we have added the provision for students to pursue up to 6 semester hours of interdisciplinary courses as major area electives.
- b. By increasing the number of controlled electives from three to five as well as adding to the list of available choices, students will have a greater opportunity to pursue their specific career and professional interest areas in Marketing.
- c. Eberly College of Business and Information Technology Advisory Council as well as Marketing alumni have repeatedly recommended expanding the number and the choice of electives available to Marketing Majors.
- d. The proposed changes in increasing the number of controlled electives will permit faculty to extend advanced courses in their areas of specialization as well as permit greater flexibility in scheduling and enrollment management.
- e. In order to give flexibility to marketing majors to select interdisciplinary elective courses from a wider range of Marketing related disciplines, specific courses in ECON were substituted with the following: Students can take a maximum of two elective courses from Marketing related complementary areas (such as Accounting, Economics, Finance, Journalism, Communications Media, Psychology, Math, Geography) to suit their individual career needs. This change follows the recommendations of our alumni and Advisory Council that a greater depth and choices of marketing courses be provided to Marketing majors. This is in line with the current practices in other major marketing programs. (See attached Marketing Program descriptions for electives requirements from other universities)
- f. MKTG 481 and MKTG 482 are courses in the catalog. They are being formally included as part of the controlled electives. These courses have been restricted to a maximum of 3 semester hours each.

Part III.

1. There will be no effect on students' ability to graduate on time.

Transition Plan:

- Student starting their program of study after approval of this program change will be required to fulfill the revised program requirements.
- Students currently in the program will have the option of meeting either the current catalog requirements or the revised program requirements.

2. No additional faculty will be needed/requested.
3. All resources are adequate.
4. The number of students in the program will remain the same.

Part IV. Course Proposals:

New Course Proposals:

MKTG 439	Internet Marketing (course proposal enclosed).
MKTG 440	Direct Marketing (course proposal enclosed).
MKTG 441	Export Marketing (course proposal enclosed).

Course Revisions:

MKTG 421	Marketing Research (pre-requisite change)
MKTG 431	Industrial Marketing (Course Title and pre-requisite change).

Course Approved:

IUP Senate has already approved MKTG 438: Relationship Marketing course; it is being added to the list of controlled electives.

Bachelor of Science-Marketing

Liberal Studies: As outlined in Liberal Studies section with the following Specifications: 54-56

Mathematics: MATH 121 Or MATH 115
Social Science: ECON 121, PSYC 101
Liberal Studies elective: BTED/COSC/IFMG 101, MATH 214, ECON 122, no courses with MKTG prefix

College: Business Administration Core 33
Required courses:

ACCT 201 Accounting Principles I	3sh
ACCT 202 Accounting Principles II	3sh
BLAW 235 Legal Environment of Business	3sh
BTST 321 Business and Interpersonal Comm	3sh
FIN 310 Finance I	3sh
IFMG 300 Info Systems: Theory and Practice	3sh
MGMT 310 Principles of Management	3sh
MGMT 330 Production and Operations Mgmt	3sh
MGMT 495 Business Policy	3sh
MKTG 320 Principles of Marketing	3sh
QBUS 215 Business Statistics	

Major: Marketing 27

Required courses:

MKTG 321 Consumer Behavior	3sh
MKTG 420 Marketing Management	3sh
MKTG 421 Marketing Research	3sh
MKTG 422 Seminar in Marketing	3sh

Controlled electives: 15sh
Five courses from the following:
MGMT/MKTG 350, MKTG 430, 431, 432, MKTG 433, 434, 435, 436, 437, 438, MKTG 439, 440, 441, 481(3sh max.), MKTG 482 (3sh max), 493(3sh max), a maximum of two (6sh) senior level non MKTG prefix courses from complementary areas (such as ACCT, COMM, ECON, GEOG, JRNL, IFMG, MATH, MGMT, PSYC, etc.) to meet individual student program and career preparation needs (with advisor permission)

Other Requirements: 0

Free Electives: (Maximum of 5 sh in Business Courses) 8-10

Total Degree Requirements: -----
124

MARKETING PROGRAM CURRICULUM DESCRIPTIONS FROM OTHER UNIVERSITIES

University of Massachusetts

Required/Core courses: Consumer Behavior, Marketing Research (8 credits)

Electives: Marketing Management, Product Strategy, International Marketing, Seminar in Retailing, Non-profit Seminar, Promotional Strategy, Sales and Distribution Strategy, Marketing Intelligence, and Marketing Seminar. (12 credits)

Northeastern Illinois University

Required/Core courses: (15 credits) Consumer Behavior, Marketing Research, International Marketing, Marketing Management, and Business Policy

Electives: (Total 15 credits) Advertising, Personal Selling, Retail Management, Sales Management, Marketing Channels, Advanced Topics in Promotion, Business to Business Marketing, and Logistics Management.

Only two of the following Non-Marketing Elective Courses may be chosen based on student program needs: Forecasting Methods, Purchasing Management, Women in Management, Entrepreneurship, Management of Change and Marketing Geography.

Bowling Green State University

Required/Core courses: (15 credits) Consumer Behavior, Marketing Research, Business to Business Marketing, Marketing Communication and Promotion, and Marketing Management

Elective courses: (6 credits) Topics in Marketing, Services Marketing, Advertising Management, Advanced Marketing Research, Retail Management, Marketing on the Internet, Professional Selling, Sales Management, Product Planning, and International Marketing

Penn State University

Required/Core courses: (12 credits) Buyer Behavior, Marketing Research, Marketing Management, and Marketing Seminar

Elective courses: (19 credits) Advertising Management, Retailing, Sales Management, International Marketing, Services Marketing, Business Logistics, Business to Business Marketing, Online Marketing, and Marketing Internship (6-7 credits from Marketing related fields with advisor's permission).

Duquesne University

Required Courses: (15 credits) Sales Administration, Research Applications in Marketing, Business Logistics, Product Management, and Strategic Market Planning

Elective courses: (9 credits) International Marketing, Services Marketing, Transportation, Purchasing Management, Consumer Behavior, Industrial Marketing, Retail Management and Marketing Internship.

Program Revision: MARKETING

Letters from Affected Departments and Responses

To: Krish Krishnan, Chairperson, Marketing Department

From: Tom Pressly, ^{TP}Chairperson, Accounting Department Curriculum Committee

Subject: Reclassification of ACCT300 Managerial Accounting in Marketing Major

Date: February 22, 2001

The accounting department is currently in the process of revising its undergraduate core curriculum. These revisions have been approved by the current ECOBIT Curriculum Committee Chairperson, Joette Wisnieski, and will be forwarded to the dean's office prior to spring break for review and approval. After final approval of these changes by the university senate, the department will be offering a course in financial system analysis that will be designed to help students interpret how management decisions affect financial results. This course could also be useful in fulfilling financial analysis expectations contained in the MGMT495 Business Policy course required for all business majors.

The accounting department is also attempting to address any current deficiencies in ACCT300 by reviewing course syllabi for redundant topic coverage with departmental ACCT202 subject requirements. The management department has been informed of our willingness to ultimately revise ACCT300 to better meet the needs of future business professionals using financial data for operational decision-making (see attached document).

As a result, our department goal is to provide two relevant outlets for future adoption of accounting courses as major course requirements in other business disciplines throughout the ECOB. After these additions/revisions are completed, each ECOBIT department will have the option of deciding whether these courses fit into their curriculums. In the meantime, we hope that the marketing department will reconsider its decision to reclassify ACCT300 as a controlled elective without any significant input from the accounting department until other course alternatives are approved/developed in the near future.

**Cc: Dr. Robert Camp
Dr. Germaine Kline**

Subj: AG300
Date: 12/13/00 9:10:41 PM Eastern Standard Time
From: Prez687
To: gpkline@grove.iup.edu
CC: nagendra@grove.iup.edu, wisnie@grove.iup.edu, mrahman@grove.iup.edu, danvers@grov.iup.edu

Jerry,

The accounting department curriculum committee met on November 29 to discuss the request by the management department to provide support for the deletion of the AG300 Managerial Accounting as a required course for some management degree programs.

The committee acknowledges that AG300 materials covered by some accounting faculty in the past closely mirrored topics reviewed in AG202 Accounting Principles II with its recent managerial accounting emphasis. However, faculty members guilty of this repetition of materials are no longer with the department. In addition, department adoption of a common syllabus for AG202 beginning fall 2000 will hopefully allow for some standardization of subsequent AG300 topic coverage.

The committee believes that the AG300 course can represent a significant course in the development of business managers using financial data to make operational decisions. Therefore, in order to improve the relevance of AG300 in the short-term, the committee, in conjunction with the accounting department chair, proposes to review AG300 syllabi submitted at the beginning of each semester to compare scheduled subjects of each AG300 instructor with those areas taught in AG202. Any significant redundancies with AG202 materials will be referred by the accounting curriculum committee to the department chair for further discussion and possible AG300 syllabus revision by the faculty member under review.

The accounting department currently has significant curricular changes that have been approved with revision by the ECOB Curriculum Committee. The goal is to complete the approval process for our revised major curriculum during the 2001-2002 academic year.

However, in the long-run, the committee also believes that a course revision of AG300 should commence within the accounting department with input from management faculty. This revised course could include financial analysis for management decision-making, basic accounting software applications, and a variety of advanced managerial accounting topics agreed upon jointly by accounting and management departments. We believe that this dialogue could begin during the 2000 spring semester.

Rather than supporting the elimination of AG300 from the management curriculum, the committee sincerely believes that the AG300 could once again become a significant contributor to the basic business skill levels of management and marketing majors requiring understanding of how financial information can be used in managing business operations. We hope that management faculty will support with our proposals by maintaining the current AG300 requirement in the short-term, while working with our faculty in developing a more relevant accounting decision-making course for management majors in the near future.

Sincerely,

Tom Pressly
Accounting Curriculum Committee Chair



EBERLY



College of **BUSINESS**

Krish S. Krishnan Ph.D.
Chairperson & Professor of Marketing
Department of Marketing, 402 ECB
Eberly College of Business and Information Technology
Indiana University of Pennsylvania
Indiana, PA 15704-1087
Phone: 724-357-2522
Fax: 724-357-6232
Mobile: 724-388-2998
E-mail: krishnan@iup.edu

Date: March 26, 2001
Subject: Department of Marketing Program Revision
To: Dr. Nicholas Karatjas, Chair, Department of Economics
From: Dr. Krish S. Krishnan, Chair, Department of Marketing

Thank you for your comments and suggestions about the proposed Marketing program revision. Meanwhile during a preliminary review of our program revision, Eberly College Undergraduate Curriculum Committee asked us to revise the structure and requirements of the controlled marketing electives. Their concern was that under that proposal a student could take all 5 electives outside the marketing area and still be eligible for a marketing degree. They also pointed out the need to include other marketing related subject areas such as Management, Communications Media, Journalism, Social Psychology and Statistics in the possible list of controlled electives. I am enclosing a copy of the revised program proposal for your review.

In this proposal marketing majors can take a maximum of two upper level Economics courses as part of their controlled electives.

Regarding your other comments:

1. Most major marketing programs do not require a third Economics course as part of their major area requirements. Please see the attached table of marketing program course requirements from several comparable universities.
2. Our current and proposed new program requires that 50% of the courses be taken outside the college of business courses. This is in compliance with the AACSB requirements for the limit on business related courses in a student's curriculum.
3. During the discussions about our program revision the Marketing Department faculty felt very strongly about two basic issues:
 - (a) To give marketing students the flexibility to choose electives that fit their career objectives, including the option to do related electives in other subject areas.
 - (b) That we should have the minimum number of required marketing courses in the marketing core and this marketing core should be in line with the current practice in major marketing programs of the country.

I am enclosing a copy of the revised proposal (revisions done as per the suggestions of the ECOBIT curriculum committee). Please do not hesitate to contact me if you have any questions. I look forward to your comments about the revised proposal.

Date: March 26, 2001

Subject: Department of Marketing Program Revision

To: Dr. Krish Krishnan, Chairperson
Department of Marketing

From: Dr. Nicholas Karatjas, ^{NK}Chairperson
Department of Economics

Ray Bee

Based on a unanimous vote of the Department of Economics faculty, the Department of Economics cannot support the Department of Marketing program revision.

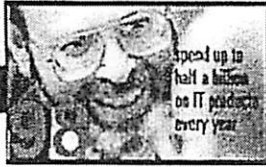
The old program guaranteed that Marketing majors would take at least one upper-level course in Economics. In essence, what is proposed is an elimination of the requirement that Marketing majors take any economics courses beyond the principles level. Under the new program, it is likely that a Marketing major would take no upper-level courses in economics. We believe this puts IUP out of step with most AACSB-accredited universities. During the accrediting process, AACSB expressed concern that too many business courses were required.

The Department of Economics was never consulted on the four courses (ECON 331, 334, 345, and 355) that were included in the new list of "controlled electives." Inclusion of ECON 355, Statistics for Economists, is strange in that all business majors are already required to take MATH 214 and Business Statistics. In our requirements, MATH 214 and ECON 355 are listed as substitutes. Also, inclusion of courses such as ECON 332 (Government and Business) and ECON 422 (Microeconomic Analysis) should be on a list of courses Marketing majors should take.

We would like to see the requirement that all Marketing majors take at least one upper-level economics course reinstated.

If you have any questions, I would be glad to discuss them with you.

Marketing



Guseman, Dennis, Chair (805) 664-2316

◆ GENERAL INFORMATION

Marketing involves developing the right product/service, place, promotion and price mix to satisfy chosen customer groups. Marketing is "where the action is" in modern organizations offering exciting opportunities for individuals who are challenged by a fast-paced, dynamic, and constantly changing organizational environment.

◆ CLASSROOM APPROACH

Students in all marketing classes should be developing communication, analytical, and problem solving skills. Oral presentations are a regular part of the upper division marketing courses. Senior level marketing courses generally involve term papers and more extensive case analysis.

◆ POSSIBLE CAREERS:

- Advertising
- Industrial Sales
- Marketing Services
- Marketing/Private Sector
- Marketing/Non-profit Sector
- Marketing Research
- Media: TV, Radio, Print,
- Telecommunications
- Communications
- Public Relations
- Distribution/Transportation
- Retail Marketing
- Sales Promotion
- Product/Brand Management
- International Marketing
- Consumer Relations/Consumer Affairs
- Direct Marketing

◆ Requirements for A Marketing Concentration

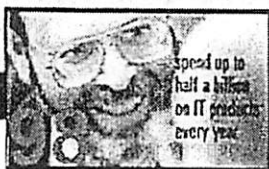
The Marketing concentration is an option within the Bachelor of Science Degree in Business Administration. In addition to meeting the General Education and other graduation requirements all students concentrating in Marketing could select one of the following tracks:

- General Marketing
- Consumer Marketing and Advertising Strategy
- Organizational Marketing
- Services Marketing

To request additional information or an application, please click on the information button below.



Marketing



General M

► General Marketing (20 quarter units)

Required: three of the following:

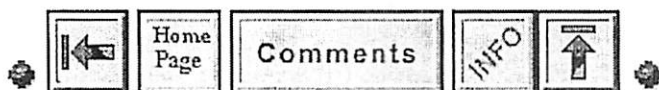
- MKTG 301 Consumer Behavior
- MKTG 302 Advertising and Public Relations Strategy
- MKTG 303 Professional Selling and Sales Management
- MKTG 410 Marketing Decision Analysis
- MKTG 415 Industrial Marketing and Channel Strategy
- MKTG 420 Global Marketing
- MKTG 430 Services Marketing
- MKTG 431 Customer Service and Quality Service Strategy
- MKTG 435 Seminar in Services Marketing Planning and Problem Solving
- MKTG 440 Retailing
- MKTG 470 Direct Marketing Strategy
- MKTG 477 Selected Topics in Marketing

And one of the following*:

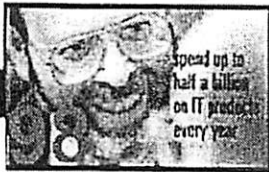
- MKTG 400 Marketing Research and Control
- MKTG 490 Marketing Planning and Problem Solving

*Student may take both 400 and 490 plus two more courses from selection list above.

To request additional information or an application, please click on the information button below.



Marketing



Consumer Marketing and Advertising

▶ Consumer Marketing and Advertising Strategy (20 quarter units)

Required:

- MKTG 301 Consumer Behavior
- MKTG 302 Advertising and Public Relations Strategy

and one of the following:

- MKTG 303 Professional Selling and Sales Management
- MKTG 430 Services Marketing
- MKTG 431 Customer Service and Quality Service Strategy
- MKTG 440 Retailing
- MKTG 470 Direct Marketing Strategy

and one of the following:

- MKTG 400 Marketing Research and Control
- MKTG 490 Marketing Planning and Problem Solving

To request additional information or an application, please click on the information button below.



Marketing (MKTG)

For some courses, a more detailed description may be available, accessible by clicking on the course number. All course descriptions are updated periodically.

(*) MKTG 150 PROMOTION MANAGEMENT (3) The application and management of various forms of persuasive communication with potential customers: advertising, publicity, personal selling, sales promotion. Prerequisite: MKTG 221

(*) MKTG 160 PRINCIPLES OF RETAILING (3) Introduction to the management of retailing organizations with emphasis on decision making. Prerequisite: MKTG 221

(*) MKTG 180 PRINCIPLES OF BUSINESS MARKETING (3) Introduction to the management of business-to-business marketing strategy. Emphasizes strategic response to business marketing opportunities and response to competition. Prerequisite: MKTG 221

(*) MKTG 190 INTRODUCTION TO MARKETING RESEARCH (3) Practical aspects of marketing research, with emphasis on details of operating a small-scale project. Prerequisite: MKTG 221 , MS&IS 200

MKTG 220 PERSONAL SELLING (3) Principles underlying the sales process and practical application of these principles to selling situations. Studies role of selling in total marketing process. Prerequisite: third-semester standing

MKTG 221 CONTEMPORARY AMERICAN MARKETING (3) Social and economic aspects, movement of goods and services from producers to consumers; analysis of marketing functions, systems, and institutions. A student may not receive credit toward graduation for both MKTG 221 and 301, or for both B A 303 and MKTG 221. May not be used to satisfy Smeal College baccalaureate degree requirements. Prerequisite: 3 credits in economics

MKTG 221W CONTEMPORARY AMERICAN MARKETING (3) Social and economic aspects; movement of goods and services from producers to consumers; analysis of marketing functions, systems, and institutions. A student may not receive credit toward graduation for both MKTG 221 and 301, or for both B A 303 and MKTG 221. May not be used to satisfy Smeal College baccalaureate degree requirements. Prerequisite: 3 credits in economics

MKTG 296 INDEPENDENT STUDIES (1 -18)

MKTG 297 SPECIAL TOPICS (1 - 9)

**MKTG 297B MARKETING TECHNIQUES FOR E-COMMERCE (3) Effective Date: S12001
Special topics course (Delaware County).**

MKTG 301 PRINCIPLES OF MARKETING (3) Focuses on customer behavior, product, channels of distribution, promotion, and pricing with emphasis on a culturally diverse environment. Prerequisite: ENGL 015 , MATH 021 ; ECON 002 or ECON 004

MKTG 301W PRINCIPLES OF MARKETING (3) Focuses on customer behavior, product, channels of distribution, promotion, and pricing with emphasis on a culturally diverse environment. Prerequisite:

ENGL 015 , MATH 021 ; ECON 002 or ECON 004

MKTG 310 PUBLIC RELATIONS AND MARKETING (3) Examination of the role of public relations in a company's efforts to manufacture and market its products and services. Prerequisite: B A 303 or MKTG 221

MKTG 327 RETAILING (3) Management of marketing institutions in distribution channels from producers to consumers. Emphasis on retail institutions: location, personnel, merchandising, control, promotion. Prerequisite: B A 303 or MKTG 221

MKTG 330 BUYER BEHAVIOR (3) Application of behavioral science concepts to the understanding of buyer behavior as a basis for marketing management decision making. Prerequisite: B A 303 or MKTG 221

MKTG 342 MARKETING RESEARCH (3) Research approaches, methods, and applications studied as a formal approach to problem solving for marketing decisions. Prerequisite: B A 303 or MKTG 221

MKTG 420 DIRECT MARKETING (3) Applies principles of marketing management to the direct marketing of products by mail, telephone, print, and broadcast media. Prerequisite: B A 303 or MKTG 221

MKTG 422 ADVERTISING AND SALES PROMOTION MANAGEMENT (3) Perspectives and models of the key decisions involved in managing advertising and sales promotion campaigns. Prerequisite: B A 303 or MKTG 221

MKTG 426 BUSINESS MARKETING (3) Developing marketing strategies and programs. The course emphasizes the special nature of the business and organizational markets. Prerequisite: B A 303 or MKTG 221

MKTG 428 SALES MANAGEMENT (3) Approaches to planning, organizing, staffing, training, directing, and controlling the sales force in support of marketing objectives. Prerequisite: B A 303 or MKTG 221

MKTG 435 MARKETING AND SOCIETY (3) Analysis of marketing's impact on and obligation to social and environmental issues, marketing and ethics, and the regulation of marketing. Prerequisite: B A 303 or MKTG 221

MKTG 437 ADVANCED RETAILING AND MERCHANDISE MANAGEMENT (3) Analyzing planning and controlling the retail merchandising effort, including procurement, resource selection, vendor relations, product presentation, inventory control. Prerequisite: B A 303 or MKTG 221

MKTG 440 SERVICES MARKETING (3) Marketing theory and methods applied to profit and nonprofit service industries such as health care, finance, transportation, tourism, arts and consulting. Prerequisite: B A 303 or MKTG 221

MKTG 445 (DF) (I B) GLOBAL MARKETING (3) Role of international marketing in the global environment; political, economic, geographic, historical, cultural conditions; developing and implementing international marketing strategies. Prerequisite: B A 303 or MKTG 221

MKTG 450W MARKETING MANAGEMENT POLICIES AND PROGRAMS (3) Market-oriented problems of the firm; identification and selection of market opportunities; formulation of

competitive strategies; marketing policies and programs. Prerequisite: 6 credits in 300-level marketing courses; seventh-semester standing

MKTG 496 INDEPENDENT STUDIES (1 -18)

MKTG 497 SPECIAL TOPICS (1 - 9)

MKTG 497A ELECTRONIC COMMERCE (3) Effective Date: S12001 Special topics course.

(*) Smeal College of Business Administration course numbered 150 to 199 are not acceptable for the B.S. degree in Business at the University Park program.

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The University reserves the right to change the requirements and regulations listed here and to determine whether a student has satisfactorily met its requirements for admission or graduation, and to reject any applicant for any reason the University determines to be material to the applicant's qualifications to pursue higher education. Nothing in this material should be considered a guarantee that completion of a program and graduation from the University will result in employment.

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Effective Date: Current

Review Date: 04/06/2001

Comments

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**Requirements Checksheet
Effective with Class of 2002
Department of Marketing**

MARKETING

**1. Required Junior/Senior SOM Core:
(15 credits)**

Sem.	Grade	Course
		FOMGT 301: Corporate Finance
		MGT 301: Principles of Management
		MKTG 301: Fundamentals of Marketing
		SOM 310: Management Communications
		SOM 497: Business Policy & Strategy

**2. Required Marketing Core:
(18 credits)**

Sem.	Grade	Course
		MKTG 412: Marketing Research
Choose three courses from the list at right:		
Business Electives: (6 credits--any upper-level courses in ACCTG, FOMGT, MGT, SOM and MKTG 398)		

**3. Non-Business Electives:
(See Graduation Requirements at right.)**

**Choose three of the following to f
Requirements in Item #2:**

(Not all courses are offered every seme

- | | |
|-----------|----------------------------|
| MKTG 410 | Consumer Behavior |
| MKTG 421 | Product Strategy |
| MKTG 422 | Promotional Strateg |
| MKTG 425 | Sales and Distributi |
| MKTG 437 | International Marke |
| MKTG 441 | Marketing Manage |
| MKTG 491D | Electronic Commer |
| MKTG 491B | Direct Marketing |
| MKTG 491R | Retailing Mgt. & T |
| MKTG 491 | Seminar (<i>Topics va</i> |

Graduation Requirements:

- Complete at least 120 credits.
- Complete at least 60 credit hours (inclu Ed. courses) outside of SOM. No more Economics credits and 6 Statistics credi counted toward the 60. Additional Eco Statistics courses will be counted as bu credits.
- Maintain a cumulative average of at lea your major and overall.

You are responsible:

- To ensure that all graduation requireme fulfilled. Degree audits are issued perio from the Registrar's Office. You should your advisor regularly to review your p toward completing graduation requirem
- To keep track of the requirements for o or majors you are pursuing.

Also, please note that:

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- Required SOM courses and courses in may not be taken pass/fail, with the exc MKTG 398 which can count as one ele Item #2.
- Independent Study credits cannot be us any Isenberg School or major requirem

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This is an official web page of the
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