

Department of Marketing

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Degree Program Offered

- BBA, major in Marketing
- **BBA, major in Marketing (with Professional Sales Concentration)**

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

This program prepares students for challenging careers in a variety of business, non-profit, and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing. Texas State marketing students graduate with a portfolio of skills, projects, and knowledge that enables them to effectively contribute and compete in a dynamic business environment.

Bachelor of Business Administration

Major in Marketing

Minimum required: 120 semester hours

General Requirements:

1. MKT electives are to be chosen from MKT 3355, 3360, 3387, 4395 (WI), 4397, or 4399.
2. Nine hours of designated "writing intensive" (WI) courses must be completed at Texas State to satisfy degree requirements.

Junior Year-1st Semester	Hours
CIS 3380	3
Free Elective	3
PHIL 1305 or 1320 (WI at Texas State)	3
MGT 3303	3
MKT 3343	3
Total	15
Senior Year-1st Semester	Hours
Business, Advanced Elective	3
MKT Advanced Electives	6
MKT 3358	3
MKT 4330	3
Total	15

Junior Year-2nd Semester	Hours
Free Elective	3
FIN 3312	3
MGT 3353 (WI at Texas State)	3
MKT 3350	3
MKT 3370	3
Total	15
Senior Year-2nd Semester	Hours
Business, Advanced Elective	3
Free Elective	1-2
MGT 4335 (WI at Texas State) (Capstone)	3
MKT 4310	3
MKT 4337 (WI at Texas State)	3
Total	13-14

Bachelor of Business Administration
Major in Marketing (with Professional Sales Concentration)

Minimum required: 120 semester hours

General Requirements:

1. Nine hours of designated “writing intensive” (WI) courses must be completed at Texas State to satisfy degree requirements.

Junior Year-1st Semester	Hours	Junior Year-2nd Semester	Hours
CIS 3380	3	MKT 3358	3
Free Elective	3	FIN 3312	3
PHIL 1305 or 1320 (WI at Texas State)	3	MGT 3353 (WI at Texas State)	3
MGT 3303	3	MKT 3350	3
MKT 3343	3	MKT 3370	3
Total	15	Total	15
Senior Year-1st Semester	Hours	Senior Year-2nd Semester	Hours
Business, Advanced Elective	3	MKT 4399	3
MKT 4310	3	Free Elective	1-2
MKT 3360	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 4330	3	MKT 4396	3
Free Elective	3	MKT 4337 (WI at Texas State)	3
Total	15	Total	13-14

Courses in Marketing (MKT)

To enroll in upper-division marketing courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

3343 Principles of Marketing. (3-0) Study of the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. Examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. Examines ethical and socially-responsible marketing and the impact of information technology. Prerequisite: Junior standing.

3350 Consumer Behavior. (3-0) A study of the role of the consumer in marketing. Considers the motivation, personality, attitudes, perceptions, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343.

3355 Retailing. (3-0) A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343.

3358 Professional Selling. (3-0) A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, suppliers, and customers. Prerequisite: MKT 3343.

3360 Sales Management. (3-0) A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management. Prerequisite: MKT 3358 .

3365 Services Marketing. (3-0) The services sector dominates the U.S. economy and is becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 3343.

3370 Marketing Research. (3-0) Comprehensive study of marketing research. Examines the research process, including problem formulation, developing a research plan, sampling, data analysis, and preparing a research report. Prerequisites: MKT 3343; QMST 2333.

3375 Social Marketing. (3-0) Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a

behavior for the benefit of individuals, groups, or society as a whole. This course examines the application of social marketing to solve societal problems. Prerequisite: MKT 3343.

3380 Sports Marketing. (3-0) Examines four components of sports marketing, including: (1) the foundation of sports marketing, (2) marketing through sports, including sponsorship, endorsement, and licensing strategies, (3) the marketing of sports, including marketing mix strategies, and (4) emerging topics in sports marketing, including relationship marketing, technology, and controversial issues. Prerequisite: MKT 3343.

3385 Ethnic and Niche Marketing. (3-0) The course introduces students to marketing approaches used to understand and market products/services to U.S. ethnic and/or subgroups of consumers. The course includes consumer behavior and research techniques as well as implications to the marketing mix. Prerequisites: MKT 3343 and 3350.

3387 Internet Marketing. (3-0) Study of the marketing process on the World Wide Web. It examines the use of network technology to market online goods and services to satisfy the wants and needs of the consumer on an anywhere, anytime basis. Prerequisite: MKT 3343.

4310 International Marketing. (3-0) A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. Emphasis on Latin American business. Prerequisite: MKT 3343. (MC)

4330 Promotional Strategy. (3-0) Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343.

(WI) **4337 Marketing Management.** (3-0) An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. Prerequisites: QMST 2333; MKT 3343, and six additional hours of marketing courses.

(WI) **4395 Independent Study in Marketing.** (3-0) Directed research and extensive written assignment on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research. May be repeated once for credit with different emphasis. Prerequisite: Chair/instructor consent.

4396 Directed Study in Professional Sales. (3-0) Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisites: MKT 3343, 3358 and consent of instructor and/or chair.

4397 Directed Study in Marketing. (3-0) Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Repeatable for credit with different emphasis. Prerequisite: Consent of instructor and Chair.

4399 Marketing Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: MKT majors only, junior or senior status, enrollment subject to availability and Internship Director approval, credit is pass/fail or grade at departmental election.