Marketing

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Marketing majors earn a degree in Marketing which provides students with the opportunity to augment the required marketing coursework with courses in other disciplines which round out their areas of interest. These additional courses may be a combination of courses from multiple business or business-related disciplines, or can be a cohesive set of courses which earn the student a second major in another business area. Moreover, we include an applied educational component in our program so that our students have the opportunity to learn through applying the concepts studied in the classroom. College of Business 3393 internships and College of Business Core Courses do not count toward the 24 credit hour major course requirement.

Marketing Major Requirements:

**MKTG 4427** Consumer Behavior 3
And ONE of the following courses: 3
   - **MKTG 4411** Small Business and Entrepreneurship Practicum
   - **MKTG 4426** Marketing Research
   - **MKTG 4454** Advanced Marketing Management
   - **MKTG 4493** Advanced Marketing Internship

6 ADDITIONAL credit hours of upper-division MKTG electives. 6
6 credit hours of upper-division College of Business courses 6
6 credit hours of additional upper-division ISU courses 6

Total Hours 24

Of the 24 required hours, 3 credit hours must be applied educational credits from the following list:

- Any Department 4493 Advanced Internship
- ACCT 4440 Accounting Practicum
- FIN 4451 Student Managed Investment Fund I
- FIN 4452 Student Managed Investment Fund II
- INFO 4488 Informatics Senior Project
- MGT 4411/MKTG 4411 Small Business and Entrepreneurship Practicum

College of Business 3393 internships and College of Business Core Courses do not count toward the 24 credit hour major course requirement. However, 3393 internships may be taken to meet the College of Business applied educational requirement.

**BBA in Marketing with an Entrepreneurship/ Small Business Emphasis**

Any College of Business course numbered 4491, Special Topics, may be applied to this emphasis when the topic relates to small business or entrepreneurship. Students should request prior approval to have a topics course used for the emphasis.

**Requirements:**

1. Complete the following:
   - **MKTG 4426** Marketing Research 3
   - **MKTG 4427** Consumer Behavior 3
   - **MKTG 4432** New Product Management 3
   - **MKTG 4454** Advanced Marketing Management 3

2. Take the following two (2) courses:
   - **MGT 4410** Entrepreneurship Opportunity Feasibility and Planning 3
   - **MGT 4411** Small Business and Entrepreneurship Practicum 3

3. And two (2) of the following courses: 6
   - **ACCT 3341** Managerial and Cost Accounting
   - **ACCT 3360** Small Business Accounting
   - **FIN 4445** Real Estate Finance
   - **FIN 4464** Entrepreneurial Finance
   - **MGT 4465** International Business
   - **MGT 4480** Labor and Employment Law
   - **MKTG 4405** Personal Selling and Sales Force Management
   - **MKTG 4421** Services Marketing

Total Hours 24

**Minor in Marketing (for Non-Business Majors only)**

Students receiving degrees in other colleges may satisfy the requirements for a Marketing minor by completing the following courses (total 18 credit hours):

**Required Courses** 6
- **MKTG 2225** Basic Marketing Management
- **MKTG 4427** Consumer Behavior

**Marketing Electives** 6-12
Other Electives from student's major coursework related to Marketing 0-6

Examples of courses which would qualify for a Sociology Major, for example, might be: 1
   - **SOC 3335** Population and Environment
   - **SOC 3366** The Community

1 The courses must be at 2000-level or higher. These electives must be approved prior to the completion of MKTG 2225 by the student's Marketing Advisor.
Courses

**MKTG 2225 Basic Marketing Management: 3 semester hours.**
Introduction to the marketing function in business and other organizations. Environmental aspects of market selection and strategy. Analysis of product, pricing, promotion, and distribution. D

**MKTG 3393 Marketing Internship: 1-3 semester hours.**
Internship program coordinated by faculty providing significant exposure to marketing issues. May not be used to fulfill major requirements. May be repeated for up to 3 credits. Graded S/U. D

**MKTG 4405 Personal Selling and Sales Force Management: 3 semester hours.**
Attention given to product features, buying motives, selling points, principles and practices of selling, psychology of salesmanship, sales problems, personal requirements, opportunities. Determination of the amount and allocation of personal sales effort to be applied to the market and methods of organizing, evaluating, and controlling this effort. PREREQ: MKTG 2225. D

**MKTG 4410 Entrepreneurship Opportunity Feasibility and Planning: 3 semester hours.**
Conduct a detailed feasibility analysis of a business idea and complete a business plan using sound business principles. Equivalent to MGT 4410. PREREQ: MGT 2210 or MKTG 2225; Business major or permission of dean. D

**MKTG 4411 Small Business and Entrepreneurship Practicum: 3 semester hours.**
Advanced students address eastern Idaho entrepreneurship and small business issues. Projects address complex business problems under the supervision of a senior consultant. Class discussions supplement field work. Equivalent to MGT 4411. PREREQ: Senior status or permission of instructor. D

**MKTG 4421 Services Marketing: 3 semester hours.**
Examines the development, promotion, and management of services. Topics covered include strategic planning, delivery channels and promotional challenges inherent to services. PREREQ: MKTG 2225. D

**MKTG 4425 Supply Chain Management: 3 semester hours.**
Supply Chain Management is a strategy-based course addressing the principles of supply chain function and management. The course explores the underlying reasons that organizations employ supply chain methods in managing the flow of information, materials, services and processes; how and why one structures a business to achieve efficiency and/or effectiveness using supply chain methods; and how supply chain management creates value for stakeholders. PREREQ: MKTG 2225. D

**MKTG 4426 Marketing Research: 3 semester hours.**
Evaluation and study of the primary means of providing relevant marketing information to management. Emphasizes problem formulation, consideration of data sources, means of acquiring information, sampling, interpretation of results. PREREQ: MGT 2216 and MKTG 2225. D

**MKTG 4427 Consumer Behavior: 3 semester hours.**
In-depth analysis of the internal and external influences of consumer behavior and decision-making, including learning, perception, cultural values, group influences, and a range of psychological and sociological concepts. This advanced study of consumer behavior will include analysis of a consumer dataset, as well as case studies highlighting concepts under investigation. PREREQ: MKTG 2225. D

**MKTG 4428 Integrated Brand Promotion: 3 semester hours.**
Planning and execution of advertising, sales promotion, and public relations programs developed into an integrated brand promotion program. Includes development of Integrated Brand Promotion plan. PREREQ: MKTG 2225. D

**MKTG 4432 New Product Management: 3 semester hours.**
Analysis of new product ideas: screening, business analysis, prototype development, market testing, and commercialization of goods and services. Includes diffusion of innovation issues in consumer and industrial markets. PREREQ: MKTG 2225. D

**MKTG 4454 Advanced Marketing Management: 3 semester hours.**
Examines planning and problem-solving activities confronting the marketing manager. Integrates pricing, promotion, merchandising, and physical distribution and relates these to other major functional areas. PREREQ: 9 credits of upper division marketing courses. D

**MKTG 4465 International Marketing: 3 semester hours.**
Comparative marketing arrangements are examined. Covers factors which need to be recognized by international marketing managers in analyzing markets, covering foreign operations, and in assessing economic, cultural, and political aspects of international markets. PREREQ: MKTG 2225. D

**MKTG 4480 Marketing on the Internet: 3 semester hours.**
Understanding and using the Internet for marketing communications. Includes evaluating current sites, developing skills for authoring HTML pages, and developing an Internet marketing strategy and site for an organization. PREREQ: MKTG 2225. D

**MKTG 4491 Seminar in Marketing: 3 semester hours.**
Reading, discussion, and preparation of reports on selected topics. May be repeated for up to 6 credits with permission of the instructor. PREREQ: At least Senior level and permission of instructor. D

**MKTG 4492 Special Problems in Marketing: 2-3 semester hours.**
Research and reports on selected problems or topics in marketing. May be repeated for up to 9 credits with different content and with permission of major advisor and the Dean. PREREQ: At least Senior level and permission of the Dean. D

**MKTG 4493 Advanced Marketing Internship: 3 semester hours.**
Significant business experience coordinated by the faculty to provide broad exposure to marketing issues. Letter grade assigned. D

**MKTG 4499 Experimental Course: 1-6 semester hours.**
This is an experimental course. The course title and number of credits are noted by course section and announced in the class schedule by the scheduling department. Experimental courses may be offered no more than three times. May be repeated.