

MARKETING (MKTG)

See Course Description Symbols and Terms (<https://catalog.csuchico.edu/academic-standards-policies/course-description-symbols-terms/>) for an explanation of course description terminology and symbols, the course numbering system, and course credit units.

MKTG 305 Survey of Marketing 3 Units

Typically Offered: Fall and spring

Nature and functions of marketing systems and marketing in the individual firm. Study of the marketing mix, marketing institutions, and the environments in which marketing decisions are made. 3 hours lecture. (005872)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 371 Consumer Behavior 3 Units

Prerequisite: MKTG 305.

Typically Offered: Fall and spring

Study of the decision processes of individuals and groups toward consumer products and the implications to marketers. Emphasis on both individual, group, and external determinants of consumer attitudes and behavior. 3 hours discussion. (005873)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 380 Marketing Research 3 Units

Prerequisite: MATH 108, MKTG 305.

Typically Offered: Fall and spring

User-oriented analysis of the marketing research process, including problem definition, proposal preparation, research design, data collection, sampling methods, data analysis, interpretation, and presentation of findings. 3 hours lecture. (005876)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 398 Special Topics 1-3 Units

Typically Offered: Fall and spring

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (005882)

Grade Basis: Graded

Repeatability: You may take this course more than once

Course Attributes: Upper Division

MKTG 399 Special Problems 1-3 Units

Typically Offered: Fall and spring

This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (005883)

Grade Basis: Credit/No Credit

Repeatability: You may take this course for a maximum of 6 units

Course Attributes: Upper Division

MKTG 464 Customer Relationship Management 3 Units

Prerequisite: MKTG 305, MKTG 371.

Typically Offered: Fall and spring

After completion of this course, students are expected to: acquire a working knowledge of CRM in the various business contexts, understand the importance of information technology in marketing and sales, enhance ability to analyze customers heuristically and financially, and develop an understanding of the marketing and sales processes used to improve customer experiences. 3 hours lecture. (021808)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 465 Digital Marketing 3 Units

Prerequisite: MKTG 371.

Typically Offered: Fall only

Study of the changes in the marketplace created by the increasing utilization of technological tools to perform traditional marketing functions. The course provides insight into strategies and tactics which can be used to implement and manage electronic marketing initiatives. 3 hours lecture. (005884)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 468 Entrepreneurial Marketing 3 Units

Prerequisite: MKTG 305; MGMT 450 or MKTG 371.

Typically Offered: Fall and spring

Application of an entrepreneurial and small business mindset to defining and analyzing marketing issues for a new venture. This included product, price, promotions, merchandising, customer experience, distribution and branding strategies, personal selling; and non-traditional approaches to marketing. 3 hours lecture. (020598)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 470 Sales Management 3 Units

Prerequisite: MKTG 371.

Typically Offered: Fall and spring

Management of the sales force and sales process including account management, sale force organization, sales forecasting and budgeting, quota setting, territory management, recruitment and selection, training, motivation and compensation systems, evaluation and control of sales performance. Role of customer relationship management systems in managing sales information and the customer interface. Current issues in sales management. 3 hours discussion. (005877)

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 471 Distribution Systems and Channel Management 3 Units

Prerequisite: MKTG 371 for Marketing option students and OSCM 306 for non-Marketing option students.

Typically Offered: Fall and spring

The course includes a study of distribution and its role in the marketing system, economics of distribution, financing competing carriers, rate determination, government regulation subsidization, carrier organization, operation, and traffic control. 3 hours lecture. (005878)

Cross listing(s): OSCM 471

Grade Basis: Graded

Repeatability: You may take this course for a maximum of 3 units

Course Attributes: Upper Division

MKTG 472 Advertising and Marketing Communications 3 Units**Prerequisite:** MKTG 371.**Typically Offered:** Fall and spring

The concept and process of integrating all of the communications by a marketer to create synergy and a unique selling proposition. Examines development and execution of advertising, publicity, sales promotions, direct marketing, sponsorship and personal selling programs that build lifetime customer relationships through a variety of media or contacts. 3 hours discussion. (005880)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 473 Strategic Personal Selling 3 Units****Prerequisite:** MKTG 371.**Typically Offered:** Fall and spring

Principles and practices of strategic personal selling, including relationship strategy, customer strategy, product strategy, and presentation strategy. The role of personal selling in the marketing mix and the current business environment. 3 hours lecture. (005886)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 475 Retailing 3 Units****Prerequisite:** MKTG 371.**Typically Offered:** Fall and spring

Essentials of retail management; market segmentation and market research for retail operations, buying and pricing functions, inventory control, budgeting, nature of change. 3 hours discussion. (005874)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 476 Business Marketing 3 Units****Prerequisite:** MKTG 371.**Typically Offered:** Spring only

Study of the marketing of goods and services to business, government, and institutions. The focus is on organizational buying, market analysis and planning, and development of marketing mix. 3 hours discussion. (005885)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 477 International Marketing 3 Units****Prerequisite:** MKTG 305, Senior Standing.**Typically Offered:** Fall only

A study of all aspects of marketing unique to international business. Examines the impact of cultures, ethics, history, politics, and social customs on marketing thinking and practices worldwide. 3 hours discussion. (005879)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 478 Service Marketing 3 Units****Prerequisite:** MKTG 371.**Typically Offered:** Spring only

Study of the unique characteristics of services and their implications for the development of effective marketing strategies, programs, and plans for service businesses, including professional services, not-for-profit services, and international services. 3 hours discussion. (005889)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 479 Sales Competitions: Strategy and Practice 3 Units****Prerequisite:** MKTG 305, MKTG 371.**Typically Offered:** Spring only

The purpose of this course is to provide a review of the theoretical foundation of personal selling and an opportunity to build practical sales experience. Specific attention is paid to the development of role playing skills and the ability to analyze complex case problems. Particular emphasis is placed on relationship-building skills, problem analysis, solution-based presentations, and closing/follow-up techniques. Students compete in at least one sales competition. 3 hours lecture. (021802)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 482 Sports Marketing 3 Units****Prerequisite:** MKTG 371.**Typically Offered:** Fall and spring

This course introduces students to the specialized field of sports marketing and its role in society. Subjects covered include marketing through sports sponsorship, endorsements, naming rights, licensing, facility design, merchandising, ticket sales and pricing, and other emerging issues related to sports marketing. Career opportunities as they relate to the sports marketing industry are also explored. 3 hours lecture. (021328)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division**MKTG 483 Advanced Topics in Professional Sales 3 Units****Prerequisite:** MKTG 371, MKTG 473, or faculty permission.**Typically Offered:** Fall and spring

Emerging techniques and issues in sales negotiation, persuasion, and customer relationship management. Financial, ethical and sales leadership issues are also examined. 3 hours lecture. (020786)

Grade Basis: Graded**Repeatability:** You may take this course for a maximum of 3 units**Course Attributes:** Upper Division

<p>MKTG 485 Brand Strategy 3 Units Prerequisite: MKTG 371. Typically Offered: Spring only Brand Strategy is an advanced elective that addresses important branding decisions faced by an organization. Its basic objectives are: 1) to provide students with a complete understanding of the consumer and of how consumers develop brand attitudes and behaviors; 2) to increase understanding of the important issues in planning and evaluating brand strategies; and 3) to provide a forum for students to apply branding strategies in a variety of domains. Particular emphasis is placed in the course on understanding psychological principles at the consumer or customer level that will improve managerial decision-making with respect to brands. One aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc.). 3 hours lecture. (022142) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MKTG 499H Honors Seminar in Marketing 3 Units Prerequisite: Faculty permission. Typically Offered: Inquire at department This 3-unit course consists of a comprehensive research study and paper dealing with business policy and strategy, and the integrative and international aspects of business operations, especially as they pertain to the field of marketing. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must receive at least a B in this course for Honors credit. Students seeking "Honors in the Major" will enroll in this course for two semesters. 9 hours supervision. (005895) Grade Basis: Graded Repeatability: You may take this course for a maximum of 6 units Course Attributes: Upper Division</p>
<p>MKTG 489 Internship in Marketing 1-3 Units Typically Offered: Fall and spring This course is an internship offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (020783) Grade Basis: Graded Repeatability: You may take this course for a maximum of 15 units Course Attributes: Upper Division</p>	<p>MKTG 502 Customer Relationship Management: Concepts and Applications 1.5 Units Prerequisite: Open to declared Online MBA students only. Typically Offered: Fall only Organizations are relying on in-depth customer and market data to better understand how to most effectively identify the most valuable customers and manage customer relationships. Students will learn how CRM software improves collaboration across an organization and facilitates more productive, data-driven business decision making. This course will give students hands-on experience with a leading CRM platform. 1.5 hours lecture. (022183) Grade Basis: Graded Repeatability: You may take this course for a maximum of 1.5 units Course Attributes: Upper Division</p>
<p>MKTG 490 Strategic Marketing Management 3 Units Prerequisite: MKTG 371, MKTG 380. Typically Offered: Fall and spring Capstone course involving the decision-making process to demand analysis and developing product, distribution, promotion, and pricing strategies. 3 hours discussion. (005887) Grade Basis: Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Upper Division</p>	<p>MKTG 668 Marketing Entrepreneurial Ventures 3 Units Prerequisite: Classified MBA student, MKTG 305 (or equivalent). Typically Offered: Spring only A practicum in strategies, tools and practices designed to enable experienced entrepreneurs or students who are interested in possibly starting their own company to successfully market a new venture in a competitive market place with limited resources. The course provides students with "how to" exposure to preparing effective product identity and marketing message based on market research, then takes students through a step-wise process for developing marketing strategies and content based on research into current best practice approaches for social media marketing. The course culminates with students developing crowd-sourcing campaigns, for marketing content and fund raising, based on marketing mix research refined throughout the semester. This course is designed to support students with their on-going marketing effort for existing companies or provide students who have not yet launched a venture with practical exposure to existing new-to-market products and companies. 3 hours seminar. (021799) Grade Basis: Graduate Graded Repeatability: You may take this course for a maximum of 9 units Course Attributes: Graduate Division</p>
<p>MKTG 498 Special Topics in Marketing 1-3 Units Prerequisite: Senior standing. Typically Offered: Fall and spring This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (005893) Grade Basis: Graded Repeatability: You may take this course more than once Course Attributes: Upper Division</p>	<p>MKTG 673 Seminar in Strategic Marketing 3 Units Prerequisite: Classified MBA student. Typically Offered: Fall only A study of marketing concepts and strategies, such as demand analysis, product/market positioning, distribution, promotion, and pricing strategies. Emphasis on integrating such concepts and strategies into strategic marketing programs. 3 hours seminar. (015959) Grade Basis: Graduate Graded Repeatability: You may take this course for a maximum of 3 units Course Attributes: Graduate Division</p>
<p>MKTG 499 Special Problems 1-3 Units Prerequisite: Faculty permission. Typically Offered: Fall and spring This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 3 hours supervision. (005894) Grade Basis: Credit/No Credit Repeatability: You may take this course for a maximum of 6 units Course Attributes: Upper Division</p>	

MKTG 689 Directed Internship **1-3 Units**

Typically Offered: Fall and spring

This course is an internship offered for 1.0-3.0 units. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (005900)

Grade Basis: Credit/No Credit

Repeatability: You may take this course for a maximum of 15 units

Course Attributes: Graduate Division

MKTG 697 Independent Study **1-4 Units**

Typically Offered: Fall and spring

This course is a graduate-level independent study offered for 1.0-4.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (005905)

Grade Basis: Report in Progress: Graded

Repeatability: You may take this course for a maximum of 6 units

Course Attributes: Graduate Division

MKTG 698 Special Topics in Marketing **1-3 Units**

Typically Offered: Inquire at department

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours seminar. (021757)

Grade Basis: Graduate Graded

Repeatability: You may take this course for a maximum of 6 units

Course Attributes: Graduate Division

MKTG 699T Master's Thesis **1-3 Units**

Typically Offered: Fall and spring

This course is offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (005910)

Grade Basis: Report in Progress: CR/NC

Repeatability: You may take this course for a maximum of 6 units

Course Attributes: Graduate Division