Department of Marketing

FACULTY *Professors Baer, Hill; Associate Professors Bond (chair), Griffin, Johlke; Assistant Professors Garrett, Iyer, O'Brien; Instructors Choate, Rottier.*

Marketing is the backbone of the free enterprise system where individual firms compete to satisfy the demands for goods and services of consumers, businesses, and government. Marketing is a human process by which the successful contemporary organization discovers the needs and desires of its customers and adapts its goods and services to fulfill needs, wants, and desires. This process requires planning, research and analysis in areas such as product, pricing, promotion, and distribution.

The Curriculum in General

The Department of Marketing offers a flexible professional program with a major in marketing that also allows the pursuit of a specific curriculum path designed to prepare the individual for entry into a marketing career area. This thorough background in general marketing techniques and the opportunity to pursue a marketing specialization are further enhanced by provision of a variety of opportunities to receive practical business and marketing experience. Through courses such as MTG 304, 341, 381, 480, and 490 as well as a required College course, BMA 452, the student can gain valuable experience in such areas as marketing research, advertising, marketing strategy, and sales. This form of learning can give more meaning to the academic work and help to develop a greater appreciation for the value of marketing.

Marketing Major Requirements

To major in marketing, a student must earn a minimum of 24 semester hours credit in marketing courses with the following requirements:

1. *Required courses:*
   MTG 205 Marketing Presentations 1½
   MTG 315 Principles of Marketing 3
   MTG 341 Marketing Research I 3
   MTG 490 Managerial Marketing 3
2. Students may count a maximum of 3 credit hours of 100-200 level marketing courses toward the 24 semester hours in marketing.
3. Students must obtain a minimum grade average of "C" in their marketing courses, as well as complete the University and College requirements. Students will also be required to take, in residence, a minimum of 9 semester hours of marketing courses beyond MTG 315.

Concentration in Professional Selling

The concentration requires 13.5 hours of specific coursework in addition to those required for the major, but does not require hours beyond the major's elective requirements.

MTG 304 Professional Selling 3
MTG 384 Sales Management 3
MTG 404 Advanced Professional Selling 3
MTG 420 Business Marketing 3
MTG 493 Experiential Learning/Sales 1.5
13.5

Career Paths

The curriculum flexibility and diversity within the marketing program allow the individual to specialize in a particular marketing area. The marketing specialization areas shown below identify suggested elective courses most useful to a particular specialization. Regardless of electives chosen, each student must satisfy the marketing major requirements outlined in the previous section.

Advertising Specialization

Suggested Marketing Electives:
MTG 304 Professional Selling
MTG 350 Consumer Behavior
MTG 381 Integrated Marketing Communications
MTG 405 Strategic Advertising Cases
Other Suggested Courses:
ART 305 Editorial Design
COM 300 or 325
PSY 308 Social Psychology

Marketing Research Specialization

Suggested Marketing Electives:
MTG 350 Consumer Behavior
MTG 360 Product and Price Strategy
MTG 400 Topics in Marketing
MTG 441 Marketing Research II
MTG 492 Independent Study or Research in Marketing
Other Suggested Courses:
An additional advanced writing course beyond the 300-level university requirement; ENG 305 Technical Writing or ENG 306 Business Communication is encouraged.
BMA 374 Database Management and Administration **or**

QM 326 Business Forecasting
PSY 415 Intermediate Statistics for Psychology

Marketing Management Specialization

Suggested Marketing Electives:
MTG 346 International Marketing
MTG 360 Product and Price Strategy
MTG 370 Marketing Channels **or** MTG 309 Marketing Logistics
MTG 384 Sales Management
MTG 420 Business Marketing
Other Suggested Courses:
ECO 332, 333, or 335
BMA 372 Management Information Systems
PSY 310 Industrial and Organizational Psychology

Retailing Specialization

Suggested Marketing Electives
MTG 304 Professional Selling
MTG 350 Consumer Behavior
MTG 360 Product and Price Strategy
MTG 370 Marketing Channels **or** MTG 309 Marketing Logistics
MTG 393 Retailing
MTG 410 Services Marketing
Other Suggested Courses
FCS 140 Introduction to Family and Consumer Sciences **or** FCS 336 The History of Fashion
BMA 357 Leadership and Interpersonal Behavior **or** BMA 382 Entrepreneurship

Industrial Marketing/Sales Management Specialization

Suggested Marketing Courses:
MTG 304 Professional Selling
MTG 346 International Marketing
MTG 360 Product and Price Strategy
MTG 370 Marketing Channels **or** MTG 309 Marketing Logistics
MTG 384 Sales Management
MTG 420 Business Marketing
MTG 492 Independent Study or Research in Marketing
Other Suggested Courses:
At least one speech course beyond the 3-hour University requirement; COM 305 The Persuasive Process is particularly recommended.
PSY 308 Social Psychology **or** PSY 310 Industrial and Organizational Psychology
SOC 100 The Sociological Perspective
BMA 356 Human Resource Management **or** BMA 357 Leadership and Interpersonal Behavior

Suggested Course Sequencing

A recommended course sequence for marketing, Foster College of Business Administration, and basic skills courses follows. Elective courses should be chosen with care to ensure that the University general education and Foster College of Business Administration requirements are met.

Freshman Year

ATG 157 Accounting Principles	3
ENG 101 English Composition	3
COM 103 The Oral Communication Process	3
MTH 115 Brief Calculus with Applications I	4
BUS 100 Contemporary Business	3
Recommended Electives:	
General Ed, behavioral sciences, **or** free electives	12
MTG 150 Marketing in a Dynamic World	1½
BMA 172 / Competency Exam	1
	30½

Sophomore Year

ATG 158 Accounting Principles	3
BUS 210 Team Dynamics	1
ECO 221, 222 Principles of Economics	6
MTG 205 Marketing Presentations	1½
QM 262 Quantitative Analysis I	3
QM 263 Quantitative Analysis II	3
General Ed, Behavioral Sciences, **or** free electives	15
	32½

Junior Year

BUS 220 Career Planning Strategies	1
ENG 300, 301, 304, 305, or 306 Advanced Writing	3
MTG 315 Principles of Marketing	3
MTG 341 Marketing Research	3
Marketing Electives	6
FIN 322 Business Finance	3
IB 306 Introduction to International Business	2
BMA 342 Legal Environment of Business	3
BMA 352 Management and Organization Theory	3
BMA 372 Management Information Systems	3
	30

Senior Year

BMA 353 Operations Management	3
BMA 452 Strategic Management and Business Policy	4
Economics Jr.-Sr. Elective	3
MTG 490 Managerial Marketing	3
Marketing Electives	9
General Education and free electives	9
	31

Minors in Marketing

Fifteen hours of course work are required for the minor.

Transfer policies for minors are the same as those for Foster College of Business Administration majors. Grades of "D" in business courses will not be accepted as transfer hours in the Foster College of Business Administration, but may be counted by the University. Prior approval of transfer credit must be secured from the chair of the Department of Marketing.

A minimum cumulative GPA of 2.00 must be earned in all courses taken at Bradley and in the minor.

Marketing minors whose major is also from the Foster College of Business Administration must have at least 12 hours in courses that are unique from those used to fulfill their major requirement.

The marketing minors are not open to marketing majors. No student may minor in marketing **and** professional selling.

I. Marketing Minor

While marketing majors have a variety of in-depth exposures to this important and productive field, other students at Bradley may benefit from marketing courses as well.

The marketing minor enhances other programs of study and provides career flexibility. Students with a minor in marketing will:

1. Benefit from enhanced employment opportunities;
2. Develop an understanding of the marketing and customer issues applicable to all firms; and
3. Learn communication skills that will facilitate cross-functional relationships with marketing personnel.

Marketing Minor Requirements

ECO 100 Introduction to Economics **or**
ECO 221 Principles of Microeconomics.....3 hrs.
MTG 315 Principles of Marketing.....3 hrs.
Marketing Electives (numbered 300 or above).....9 hrs.
15 hrs.

II. Minor in Professional Selling

The minor in professional selling will add additional career choices for students in a variety of majors.

Minor in Professional Selling Requirements

MTG 304 Professional Selling.....3
MTG 315 Principles of Marketing.....3
MTG 384 Sales Management.....3
MTG 404 Advanced Professional Selling.....3
MTG 420 Business Marketing.....3
15 hrs.

Course Descriptions

MTG 150 Marketing in a Dynamic World 1 1/2 hrs.
Introduction to various marketing careers as they relate to key issues in marketing; new product development, advertising, customer service, marketing research, public relations, distribution/logistics, professional selling and retail management. An emphasis is placed on experimental learning and the development of presentational, team building, and other marketing-related skills. Prerequisites: freshmen or sophomore standing only; or consent of department chair.

MTG 205 Marketing Presentations 1 1/2 hrs.
Conducting background research, developing an effective marketing presentation, exposure to presentation software packages, and making oral marketing presentations; sales presentations, background information on specific companies, competitive analysis, target market presentations, presentation of a marketing plan. Prerequisites: COM 103; marketing majors only; sophomore or junior standing only; or consent of department chair.

MTG 304 Professional Selling 3 hrs.
Selling-buying process. Selling strategies from the perspective of a professional customer problem-solving approach. Practical exposure to selling concepts, problems, and techniques in a variety of selling situations. Prerequisite: junior standing.

MTG 309 Marketing Logistics 3 hrs.
Examines the inbound system of materials management and procurement and the outbound system of distribution channels and customer service. Includes the trade-off between cost and service; the warehousing and control of inventory; industrial packaging; materials handling; order processing; and the distribution of finished goods to customers. Prerequisites: junior standing.

MTG 315 Principles of Marketing 3 hrs.
Elements of a comprehensive marketing plan and their interrelationships. Determination of product, pricing, promotion, and channel strategy: analysis, planning, and control of marketing strategy in a socially and ethically responsible manner. Emphasis on improving decision making in a dynamic external environment. Prerequisites: junior standing; ECO 221 or ECO 100.

MTG 330 Financial Services Marketing 3 hrs.
Examination of the increasing use of marketing techniques in the financial services industry and the changing environment of financial services. Course is structured around the core marketing principles of buyer behavior, segmentation, product development, distribution, pricing, and promotion, as well as topics such as relationship marketing, customer loyalty, and technological developments. Designed for students with an interest in banking, insurance, securities, and other financial services industries. Cross-listed with FIN 330. Prerequisites: FIN 322, MTG 315.

MTG 341 Marketing Research I 3 hrs.
Systematic gathering, recording, and analysis of data related to marketing of goods and services. Choice of research design, methods of data collection, survey sampling, analysis and interpretation of data, and preparing the research report. Prerequisites: QM 263 or consent of department chair; MTG 315.

MTG 346 International Marketing 3 hrs.
Marketing decisions, strategies, and operations of companies in international business. Elements of an integrated global marketing program. Foreign market potential analysis; alternative entry and expansion strategies; standardization vs. adaptation of product and promotion strategies; pricing, distribution, and sourcing strategies in global operations. Prerequisites: MTG 315. A student may not receive credit for both MTG 346 and IB 407 and 408.

MTG 350 Consumer Behavior 3 hrs.
Behavioral science concepts applicable to the understanding of consumer decision making: personality, perception, and group and cultural influences. How these concepts can be used to develop more effective marketing strategies. Prerequisite: MTG 315.

MTG 360 Product and Price Strategy 3 hrs.
Managerial aspects of pricing and product policies and strategies. Methods used and factors considered in developing and updating product line and pricing decisions in industrial and consumer products. Pricing and product line objectives, product planning and evaluation, establishing product line distribution, environmental factors affecting product and pricing strategies, and quantitative aspects of product line and pricing decisions. Prerequisites: QM 262, MTG 315.

MTG 370 Marketing Channels 3 hrs.
Economic, managerial, and behavioral dimensions of marketing channels; interdependency of channels and other elements of marketing mix; roles of control relationships in channel systems; importance of physical distribution to effective functioning of channels; managerial tools used in measuring and controlling channel activities. Prerequisite: MTG 315.

MTG 381 Integrated Marketing Communications 3 hrs.
Introduction to advertising and promotions management from an integrated marketing communications perspective. Promotional techniques: advertising, sales promotion, direct marketing, publicity/public relations, personal selling, point-of-purchase communications. Techniques explored through the context of planning, developing, and implementing comprehensive promotional campaigns. Regulatory, social, and economic factors that influence the firm's promotional activities. Prerequisites: MTG 315.

MTG 384 Sales Management 3 hrs.
Analysis of sales management and decisions made by the sales force manager. Structure and organization of the sales force; nature of the sales job; selling in marketing theory; selection of sales personnel; sales training program; problems in compensation, supervision, and stimulation of sales personnel; analysis of territories and customers; sales forecasting and quotas; ethical problems in sales management; evaluating sales performance. Prerequisite: MTG 304 or MTG 315.

MTG 393 Retailing 3 hrs.
Retailing from the management perspective. Emphasis on retail policies and organization, operation of buying and selling functions, merchandise control, store systems, personnel management, retail accounting, and expense control. Prerequisite: MTG 315.

MTG 400 Topics in Marketing 3 hrs.
Topics of special interest which may vary each time course is offered. Topic stated in current Schedule of Classes. May be repeated, for up to 6 hours credit in nonredundant topics. Prerequisites: MTG 315, junior standing, and consent of department chair.

MTG 404 Advanced Professional Selling 3 hrs.
Advanced study of professional selling techniques focusing upon specific knowledge areas and skills that contribute to competitive advantage, long-term customer relations, and customer satisfaction. Emphasis is placed upon students developing functional sales experiences, both individually and in group settings. Prerequisites: MTG 304.

MTG 405 Strategic Advertising Cases 3 hrs.
In-depth, strategic perspective on advertising management. Students will learn how to manage, facilitate, and direct the advertising function. A special emphasis will be placed on developing advertising strategies. The case method will be used with real-world situations. Prerequisites: MTG 315.

MTG 410 Services Marketing 3 hrs.
In-depth analysis of the issues that face marketers in service organizations such as banks, hospitals, hotels, airlines, and nonprofit institutions. Unique aspects of services marketing strategy development. Prerequisites: MTG 315.

MTG 420 Business Marketing 3 hrs.
Comprehensive examination of nature, structure, and distinguishing characteristics of marketing to and between organizations. Unique aspects of organizational decision-making and buying from the seller's perspective. Exploration of requirements to manage strategy development, interfirm relationships, e-commerce, and innovation processes in firms marketing to organizations. Prerequisites: MTG 315 or consent of department chair.

MTG 440 Community Service Marketing Practicum 1-3 hrs.
Field experience in marketing. In-depth practicum in a variety of local community service and nonprofit organizations. Use of services marketing principles to solve applied problems. May be repeated for a maximum of 3 hours credit. Pass/fail. Prerequisites: MTG 315, 410; consent of department chair.

MTG 441 Marketing Research II 3 hrs.
Students consult an area business on marketing research projects addressing the firm's problem areas. Emphasis on practical use of concepts and tools presented in MTG 341. Prerequisite: MTG 341.

MTG 490 Managerial Marketing 3 hrs.
Systems and information needs of marketing management. Emphasis on integration of tools of information systems with knowledge of marketing in formulating and solving marketing problems. Impact of marketing decisions on key performance measures illustrated by cases, marketing models, and simulation. Prerequisites: MTG 315, 341; senior standing.

MTG 492 Independent Study or Research in Marketing 1-3 hrs. each course
Studies or research undertaken by well-qualified, advanced students under the guidance of a faculty member. Prerequisites: consent of department chair.

MTG 493 Experiential Learning in Professional Sales 1-3 hrs.
Advanced marketing or sales student experience in the field of professional selling. Both practical and academic components are included. The practical component will often take the form of an in-depth study of a sales-related topic, an experience in sales with a company, a research project, a sales simulation, or a blend of these or other elements that will be tailored to each individual student's needs. Repeatable up to 3 hours. Prerequisites: Permission of department chair; MTG 304.