

Marketing

(Bachelor of Science—Business Administration with specialization in Marketing—BAMA)

Faculty: McCarty, Pelham, Prenskey, Quinton, Tucci

Marketing relates business strategy decisions to the environment in which companies operate. Strategy decisions consider product introduction; extensions of product line and deletions; distribution channels for products; market-oriented pricing; and promotion including personal selling and advertising. Besides major social and economic influence on strategy, the nature of market demand and competitive activity are carefully examined in terms of their influence on strategy choice. A minor in marketing is offered to any student interested in combining their major with a background in marketing. There is a student professional organization, a chapter of the American Marketing Association.

Requirements for the Specialization

Fifty-four credits in the major include 33 credits in “core” courses: BUSN 100, 217, ACCT 260, 261, ECON 231 (ECON 200 and 201 are in general education), MGMT 310, 439, 490, MKTG 340, INFO 327, and BFIN 300; 12 credits in MKTG 347, 348, 442, and 447; and nine credits in marketing options.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for marketing. Minimum grades are noted in parentheses.

- Retention in the program is based on the following performance standards in these “critical content courses”:
MKTG 340/Marketing Principles (C); MKTG 347/Analysis of Consumer Behavior (C); MKTG 348/Supply Chain Management (C).
- Transfer into the program from another program within the College is based upon the following performance standards in these “foundation courses”:
WRI 102/Academic Writing (C+); STA 215/Statistical Inference (C+); ECON 200/Principles of Economics: Micro (C+).
- Graduation requires a GPA of 2.0 in courses for the program.

Students are strongly discouraged from requesting changes of major after completion of 90 credits. Changes of major after 90 credits will be processed by the School of Business, but students are not guaranteed that completion of remaining requirements in the new major may be completed in two semesters. If a student chooses to request a change of major after completing 90 credits, the School of Business will not make extraordinary accommodations to allow graduation within two semesters of the requested change of major. Students are encouraged to consult with faculty advisers and with the assistant dean for student services prior to requesting a change of major after 90 credits.

Recommended Sequence of Courses

Freshman Year

BUSN	099/School of Business Seminar	0	F
IDSC	151/Athens to New York	3	S
	<i>or</i>		
FSP	101/First Year Seminar	4	F
STA	215/Statistical Inference	4	S
MATH	125/Calc. for Bus. and Soc. Sciences	3	F
WRI	102/Academic Writing	4	F/S
BUSN	100/Computer Fundamentals	3	F/S
	Science (General Education)	8	F/S
PSY	101/General Psychology	4	F
ECON	200/Principles of Economics: Micro	3	S

Minor in Marketing

A minor offers students in other majors and professional programs the opportunity to combine their major with general preparation in business and marketing. Students in the sciences completing a marketing minor might also consider taking NURS 200/Pharmacological Interventions and a Pharmaceutical Internship as preparation for careers in the pharmaceutical industry. See your major adviser for advice about how a marketing minor might complement your program, and then consult a marketing faculty member for help in course selection. The marketing minor is available to any student at TCNJ and requires the completion of 18 credits from the courses listed below.

Required:

PSY 101/General Psychology	4
ECON 200/Principles of Economics: Micro	3
MKTG 340/Marketing Principles	3
MKTG 347/Consumer Behavior	3

Select six (6) credits from the following: MKTG 341, MKTG 345, MKTG 348, MKTG 441, MKTG 442, MKTG 443, MKTG 447, and MKTG 497.

MKTG 340/Marketing Principles 3 cr.

(3 class hours)
(fall, spring)

Prerequisites: PSY 101, ECON 200

An introduction to the marketing discipline that explores the alternatives available to marketers in designing, implementing, and controlling market programs. Students are exposed to various perspectives of environmental analysis that are then combined with appropriate marketing tools in order to develop an effective marketing plan.

MKTG 341/Retail Management 3 cr.

(3 class hours)
(fall)

Prerequisite: MKTG 340

Explores all of the various forms of both product and service retailing. The basic elements of retail strategy formation are presented including location, store vs. non-store environments, merchandising, buying, promotion, services, human resources, and financial management.

MKTG 345/Sales and Sales Management 3 cr.

(3 class hours)
(spring)

Prerequisite: MKTG 340

An introduction to personal selling and the management of sales organizations including the preparation of sales presentations, the techniques of effective selling, development, budgeting, compensating, and evaluating the sales force.

MKTG 347/Analysis of Consumer Behavior 3 cr.

(3 class hours)
(fall, spring)

Prerequisite: PSY 101 or SOCL 101

Students investigate consumers' purchase activities and the activities used by marketers and public policy actors to influence consumers' purchase processes. Discussion of both the pleasures and the dark side of the consumer behavior of many different types of consumers—women and men of all ages and economic, social, cultural, and ethnic backgrounds.

MKTG 348/Supply Chain Management 3 cr.

(3 class hours)
(fall/spring)

Prerequisite: MKTG 340

Supply chain management examines functional (Plan, Buy, Make, Move, and Sell) integration beyond the boundaries of the firm including those performed by its customers, suppliers, and intermediaries. The supply chain is an end-to-end process running from suppliers to customers that is linked by operational strategies and information technologies. This course provides a strategic and tactical framework for analyzing the entire supply chain in a global context that encompasses all firms, activities, and functions necessary to bring a product or service from the point of origin to the point of consumption.

MKTG 441/Advertising 3 cr.

(3 class hours)
(fall/spring)

Prerequisite: MKTG 340

Management of the advertising function; introduction to the creative elements of an advertisement including copy, layout, media choice; advertising's role in a marketing plan; and measuring advertising effectiveness.

MKTG 442/Marketing Research 3 cr.

(3 class hours)

(fall/spring)

Prerequisites: MKTG 340, STA 215 (or equivalent)

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

MKTG 443/International Marketing **3 cr.**

(3 class hours)

(fall)

Prerequisite: MKTG 340

Examines all of the adjustments necessary to develop an effective marketing strategy for application in multinational or global markets.

MKTG 447/Marketing Management Seminar **3 cr.**

(3 class hours)

(spring)

Prerequisites: MKTG 347, 348, 442, BFIN 300 and MGMT 310; Senior standing, Marketing major

Procedures for planning, implementing, and evaluating marketing strategy. Useful quantitative analyses and information from the behavioral sciences are presented. (Capstone course for marketing specialization.)

MKTG 497/Selected Topics in Marketing **3 cr.**

(3 class hours)

(occasionally)

Note: Each time this course is offered, the specific topic will be announced.

Prerequisite: Consent of instructor

An opportunity to pursue in a structured setting a topic of current interest or specialized focus not available in scheduled marketing courses. Topics include new product development and planning, direct marketing, advertising research, and e-commerce.

MKTG 499/Independent Study in Marketing **1–6 cr.**

Prerequisites: Permission of instructor and division head. Student must have a minimum grade point average of 2.5. An opportunity to engage in individual or small-group projects or studies, not otherwise available in the curriculum, under the supervision of a faculty adviser.