

MARKETING

Academic Year

2012-2013

School

Bill Greehey School of Business [School Web site](#)

School Dean

Tanuja Singh, D.B.A. tsingh@stmarytx.edu

Department

Management and Marketing

Department Chair

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Description of Program/Major

Marketing is a significant and dynamic area of all business, whether product- or service-related. By definition, marketing is the analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives. The complexities of today's economic and social environments are increasing the demand for effective marketing professionals.

The marketing program at St. Mary's University is designed for students who are interested in seeking careers that involve the exchange of goods and services through such activities as market research and analysis, advertising and promotion, or sales management. Marketing students learn ways to identify, understand and satisfy the needs of buyers and organizations.

Marketing is a people-oriented career that requires excellent communication skills and the ability to work well in teams.

Degree Requirements

Core Curriculum (SMC)

St. Mary's University Core (30 Hours)

All St. Mary's Core SMC13## "Reflection" courses must be completed before registering for SMC23## "Practice" courses. "Reflection" courses can be taken in any order followed by "Practice" courses in any order.

SMC 1301	Foundations of Civilization	3
SMC 1311	Foundations of Reflection: Self (Formerly PL 1310)	3

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SMC 1312	Foundations of Reflection: Nature	3
SMC 1313	Foundations of Reflection: Others	3
SMC 1314	Foundations of Reflection: God (Formerly TH 2301)	3
SMC 2301	Foundations of Practice: Ethics (Formerly PL 2332)	3
SMC 2302	Foundations of Practice: Civic Engagement and Social Action	3
SMC 2303	Foundations of Practice: Fine Arts and Creative Process (Formerly FA 1101, FA 1102, FA 1103)	3
SMC 2304	Foundations of Practice: Literature	3
SMC 4301	Capstone Seminar: Prospects for Community and Civilization	3

School Specific Core (SSC)

Bill Greehey School of Business School Specific Core (21 Hours)

Social Sciences	EC 2301, EC 2302	6
Composition and Rhetoric (grade of "C" or better)	EN 1311, EN 1313 (for international students)	3
Literature	EN 23XX	3
Mathematics	MT 1305 Finite Math	3
Theology	Advanced Theology 33XX	3
Speech	MN 3320 Business Communications	3

Bill Greehey School of Business School Common Body of Business Knowledge (42 Hours)

AC 2310	Introduction to Accounting I	3
AC 2320	Introduction to Accounting II	3
AC 3331*	Accounting Information Systems	3
BA 1310	Fundamentals of Business Enterprise	3
BA 3351*	Legal Environment of Business	3
BA 4334*	Business Ethics	3
BA 4380*	Business Policy and Strategy	3
FN 3310*	Corporate Finance	3
IB 3321*	US Business in Interdependent World	3
MT 1306	Calculus for Business	3
MK 3310*	Principles of Marketing	3
MN 3330*	Organizational Behavior	3
QM 3320*	Business Statistics	3
QM 4330*	Operations Management	3

*Junior Standing

Four Year Degree Plan

[Sample 4-year degree plan](#)

Department Courses and Descriptions

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Principles of Marketing (3)

MK 3310

This is a survey course of the basic theory and practice of marketing. The course will cover the fundamental elements of marketing including: the marketing mix, market and buyer analysis, elements of marketing planning, selling, marketing communications, ethics, the application of technology and electronic media, and marketing management. (Fall, Spring)

Consumer Behavior (3)

MK 3330

This course focuses on the analysis and interpretation of the behavior of individuals as buyers and consumers of goods and services. Students will learn to evaluate and interpret the psychological, economic, and socio-cultural factors and trends that influence purchase and consumption of goods and services. (Spring) Prerequisite: MK3310

Promotion (3)

MK 3340

Course studies all elements of promotion and integrated marketing communications. Students gain knowledge of the major promotion and communication tools organizations use, how promotion is planned, budgeted, and used in the marketing program, and how to analyze promotion alternatives as they relate to the organization's marketing objectives and market segments served. (Fall) Prerequisite: MK3310

Retailing (3)

MK 3350

Focuses on the operation and management of retail organizations. The course will develop student's knowledge and skills in the basic aspects of retailing, including; merchandising, product mix and inventory planning, market and demand analysis, and retail operations, including the application of technology to retailing. Prerequisite: MK3310

Selling & Sales Management (3)

MK 3370

Studies selling and the management of sales organizations. Course objectives are to develop student's knowledge of personal selling, sales planning, and managing client relationships and to examine issues in sales management including compensation, sales development, sales force planning, and use of technology in sales management. (Spring) Prerequisite: MK3310

Services Marketing (3)

MK 3380

Focuses on the marketing of services both as intangible products and as service component of physical goods. Students will focus on the differences in marketing services compared to physical products, management of the marketing mix for service marketing, creation and control of service quality, management of the Servicescape, and the use of technology in delivering service products. (Fall) Prerequisite: MK 3310

Special Topics in Marketing (3)

MK 4100

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An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, 4200, 4300 is an elective and may be repeated when the specific subject changes. Prerequisite: MK3310 and consent of instructor.

Special Topics in Marketing (3)

MK 4200

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, 4200, 4300 is an elective and may be repeated when the specific subject changes. Prerequisite: MK3310 and consent of instructor.

Special Topics in Marketing (3)

MK 4300

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, 4200, 4300 is an elective and may be repeated when the specific subject changes. Prerequisite: MK3310 and consent of instructor.

Advertising Management (3)

MK 4310

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes. (Spring)
Prerequisites: MK3310, AC2310, and AC2320

Distribution and Pricing Decisions (3)

MK 4320

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes.
Prerequisites: MK3310, AC2310, AC 2320

Marketing Research (3)

MK 4370

The course applies the methods of social science research to problems in marketing. Students will learn to formulate research topics, plan research, follow standards for ethical research practice, use both primary and secondary sources of data, collect and analyze data using common statistical software, and report research results. (Fall, Spring) Prerequisites: MK3310 and QM 3320

Internship in Marketing (3)

MK 4375

Individual students will work in an approved marketing position at a business, non-profit, or public institution to gain experiential learning and apply their knowledge in a professional work setting.
Prerequisites: Over all GPA of 2.8 (minimum), MK3310 and completion of or concurrent enrollment in six of the required major hours. Pass/No Pass. (Fall, Spring, Summer)

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Seminar in Marketing (3)

MK 4390

MK4390 is an integrative cap stone course. Students will use a variety of learning tools [case analysis, simulations, marketing plans, projects and readings] to develop a comprehensive understanding of how marketing plans, strategy, and tactics are developed and integrated in the context of an organization.

Prerequisites: MK 3310, MK 3330, Senior standing required; course limited to marketing majors only.

Department Faculty

[Marketing Faculty Website](#)

Department Website

[Marketing Website](#)