

- compensation administration in public and private organizations, with stress on the determinants of general wage levels; job analysis and evaluation; incentive, merit, seniority, and executive compensation; fringe benefits, and wage and salary control. Prerequisite: MGT 4373.
- 4390 Special Topics in Management. (3-0) A course based on emerging and major topics in Management. Emphasis will vary and include entrepreneurship, organizational change, organizational communications, management of behavior and strategic management from both an organizational and managerial perspective. Course may be repeated with a different emphasis. Prerequisite: MGT 3303. (WI)
- 4390A Advanced Business Communication. (3-0) An advanced study of the uses of business communication in modern organizations. Students gain experience in making decisions involving selection and organization of communication content, and in choosing an appropriate medium for presentation of information. Emphasis is placed on gaining proficiency in various business communication processes. Prerequisite: MGT 3303 and MGT 3353. (WI)
- 4390B Management of the Digital Enterprise. (3-0) A study of management in the digital age. Course will look at the impact of digital communications and the new economy on traditional and e-commerce businesses. Topics will include changes in both strategic management as well as functional management (marketing, operations, finance, HR, etc.) Prerequisite: MGT 3303. (WI)
- 4390D Training and Development. (3-0) The course is designed to develop theoretical and applied perspective on needs assessment, design, development, delivery and evaluation of training and development in organizational contexts. Prerequisites: MGT 4373.
- 4390E Management of New Product Development. (3-0) Identifies the requirements and benefits of effective and efficient new product development. Topics include best practices of new-product development management, managing the new product process from idea generation, evaluation and selection; business case development; validation and verification testing; and product launch; and product portfolio management. Prerequisites: MGT 3303.
- 4390F Issues in Family Business. (3-0) Issues affecting the management of family businesses. Topics include the uniqueness of family business, family culture, building competitive advantage, marketing, building trust and commitment, family communication, family business governance, non-family management roles, succession and estate planning, change and adaptation, and the future of family business. Prerequisites: MGT 3303, junior standing.
- 4390G Cross-Cultural Human Relations. (3-0) This course is designed to develop theoretical and applied perspectives on cross-cultural human relations within a variety of international business contexts. Prerequisites: Junior standing and MGT 3303.
- 4390H Effective Leadership. (3-0) This course is for learners interested in developing their leadership capabilities. The course examines the complexities, paradoxes and challenges of leadership. The self-assessment, readings, lectures, and assignments provide an appreciation of effective approaches to leading and enables them to practice new leadership behaviors. Prerequisite: MGT 3303.
- 4390I Organizational Staffing. (3-0) A study of current theory and practice in the process of selecting the right employees for positions within the organization, including HR planning, EEO, job analysis, recruitment, and selection procedures. Prerequisite/corequisite: MGT 4373.
- 4390J Organizational Change. (3-0) Presents an overview of the change process and stresses the key issues involved in reengineering and renewing organizations. Problems dealing with stress and conflict during major change will be explored, along with practical ideas on building effective teams to make change possible and sustainable. Prerequisites: MGT 3303, junior standing.
- 4395 Management Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: Junior or senior classification, enrollment subject to availability and approval, credit is pass/fail or grade at department election.
- 4399 Independent Study in Management. (3-0) Directed research and extensive written assignment(s) on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research, and/or practical application of research. May be repeated once with different emphasis for credit. Prerequisite: Consent of Instructor and Chair.

Department of Marketing

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DEGREE PROGRAM OFFERED

BBA, major in Marketing

BBA, major in Marketing (with Professional Sales Concentration)

The mission of the Department of Marketing is to educate students to function and grow in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

This program prepares students for challenging careers in a variety of business, non-profit, and governmental organizations. Marketing majors typically pursue careers in sales and sales management, product and brand management, retail management, physical distribution, marketing research, advertising, or international marketing. Texas State marketing students graduate with a portfolio of skills, projects, and knowledge that enables them to effectively contribute and compete in a dynamic business environment.

**Bachelor of Business Administration
Major in Marketing
Minimum required: 120 semester hours**

General Requirements:

1. MKT electives are to be chosen from MKT 3355, 3360, 3362 (WI), 3365, 3375, 3380, 3385, 3387, 4395 (WI), 4396, 4397 or 4399.

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
Total	14-15	Total	17	Total	15	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	Free Elective	3	Business, Advanced Elective	3	Business, Advanced Elective	3
Free Elective	3	FIN 3312	3	MKT Advanced Electives	6	Free Elective	1-2
ART, DAN, MU, or TH 2313	3	MGT 3353 (WI at Texas State)	3	MKT 3358	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3303	3	MKT 3350	3	MKT 4330	3	MKT 4310	3
MKT 3343	3	MKT 3370	3			MKT 4337 (WI at Texas State)	3
Total	15	Total	15	Total	15	Total	13-14

**Bachelor of Business Administration
Major in Marketing (with Professional Sales Concentration)
Minimum required: 120 semester hours**

Freshman Year - 1st Semester		Freshman Year - 2nd Semester		Sophomore Year - 1st Semester		Sophomore Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
ENG 1310	3	ENG 1320	3	ACC 2361	3	ACC 2362	3
POSI 2310	3	HIST 1310 (WI at Texas State)	3	ECO 2314	3	ECO 2315	3
MATH 1329	3	PHIL 1320 (WI)	3	ENG 2310, 2320, 2330, 2340, 2359, or 2360	3	BLAW 2361	3
Natural Science Component	3-4	Natural Science Component	4	HIST 1320 (WI at Texas State)	3	POSI 2320	3
Physical Fitness & Wellness (PFW)	1	Physical Fitness & Wellness (PFW)	1	QMST 2333	3	COMM 1310	3
US 1100	1	CIS 1323 (Can test out for a fee)	3				
Total	14-15	Total	17	Total	15	Total	15

Junior Year - 1st Semester		Junior Year - 2nd Semester		Senior Year - 1st Semester		Senior Year - 2nd Semester	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
CIS 3380	3	MKT 3358	3	Business, Advanced Elective	3	MKT 4399	3
Free Elective	3	FIN 3312	3	MKT 4310	3	Free Elective	1-2
ART, DAN, MU, or TH 2313	3	MGT 3353 (WI at Texas State)	3	MKT 3360	3	MGT 4335 (WI at Texas State) (Capstone)	3
MGT 3303	3	MKT 3350	3	MKT 4330	3	MKT 4396	3
MKT 3343	3	MKT 3370	3	Free Elective	3	MKT 4337 (WI at Texas State)	3
Total	15	Total	15	Total	15	Total	13-14

Courses in Marketing (MKT)

To enroll in upper-division marketing courses, students must satisfy all prerequisites, be classified as a junior or senior, and be in good academic standing.

- 3343 Principles of Marketing. (3-0) Study of the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. Examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. Examines ethical and socially-responsible marketing and the impact of information technology. Prerequisite: Junior standing.
- 3350 Consumer Behavior. (3-0) A study of the role of the consumer in marketing. Considers the motivation, personality, attitudes, perceptions, lifestyle, and decision-making processes of consumers. Prerequisite: MKT 3343.
- 3355 Retailing. (3-0) A study of the principles of retail store management, including market and trade area analysis, store location and design, organization and operation management, merchandising, inventory control, and promotion and pricing policies. Prerequisite: MKT 3343.
- 3358 Professional Selling. (3-0) A study of the professional selling process including strategically planning sales calls, strengthening communication skills, responding helpfully to objections, obtaining commitment and building partnerships. Examines cultivating committed relationships, strategic alliances, and partnering skills to provide total sales quality to the company, suppliers, and customers. Prerequisite: MKT 3343.
- 3360 Sales Management. (3-0) A study of issues related to planning for, managing, motivating, directing, and controlling a sales force and related sales territories. Both international and domestic perspectives are addressed. Special emphasis is given to the efficiency (cost consideration) and effectiveness (satisfaction consideration) of sales management. Prerequisite: MKT 3358.
- 3362 Studies in Free Enterprises. (3-0) The course will focus on developing goal setting, project identification, project planning and management, marketing, financing, and implementing student directed educational programs within the I-35 corridor. The projects are aimed at increasing citizen awareness and understanding of business and economic issues. Prerequisite: Consent of instructor. (WI)
- 3365 Services Marketing. (3-0) The services sector dominates the U.S. economy and is becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 3343.
- 3370 Marketing Research. (3-0) Comprehensive study of marketing research. Examines the research process, including problem formulation, developing a research plan, sampling, data analysis, and preparing a research report. Prerequisites: MKT 3343; QMST 2333.
- 3375 Social Marketing. (3-0) Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. This course examines the application of social marketing to solve societal problems. Prerequisite: MKT 3343.
- 3380 Sports Marketing. (3-0) Examines four components of sports marketing, including: (1) the foundation of sports marketing, (2) marketing through sports, including sponsorship, endorsement, and licensing strategies, (3) the marketing of sports, including marketing mix strategies, and (4) emerging topics in sports marketing, including relationship marketing, technology, and controversial issues. Prerequisite: MKT 3343.
- 3385 Ethnic and Niche Marketing. (3-0) The course introduces students to marketing approaches used to understand and market products/services to U.S. ethnic and/or subgroups of consumers. The course includes consumer behavior and research techniques as well as implications to the marketing mix. Prerequisites: MKT 3343 and 3350.
- 3387 Technology and Marketing. (3-0) Study of the marketing process using technologies, e.g., the internet and mobile that support and enhance marketing capabilities, such as the distribution of information. The course examines the impact of technology on the marketing of goods and services to satisfy needs and wants of customers and stakeholders. Prerequisite: MKT 3443.
- 4310 International Marketing. (3-0) A study of the international planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. Emphasis on Latin American business. Prerequisite: MKT 3343. (MC)
- 4330 Promotional Strategy. (3-0) Analysis of promotional methods used in marketing and their relation to other business functions. Examines advertising, selling, and sales promotion. Prerequisite: MKT 3343.
- 4337 Marketing Management. (3-0) An integrative course that applies management concepts and techniques to the solution of marketing problems. Analyzes market segments and product positioning, product and product line price, channels of distribution, and promotion. Prerequisites: QMST 2333; MKT 3343, and six additional hours of marketing courses. (WI)
- 4395 Independent Study in Marketing. (3-0) Directed research and extensive written assignment on a selected topic related to student's area of interest. Work may consist of literature reviews, integration of literature, or other appropriate independent research. May be repeated once for credit with different emphasis. Prerequisite: Chair/instructor consent. (WI)
- 4396 Directed Study in Professional Sales. (3-0) Directed study and research in selected professional sales topics. May be repeated for credit with a different emphasis. Prerequisites: MKT 3343, 3358 and consent of instructor and/or chair.
- 4397 Directed Study in Marketing. (3-0) Directed study and research in selected marketing topics, including the development of a promotional or marketing plan. Course can be offered as individual instruction or as an organized class. Repeatable for credit with different emphasis. Prerequisite: Consent of instructor and Chair.
- 4399 Marketing Internship. (0-15) Integration of professional and academic experience through internship with an external employer. Prerequisites: MKT majors only, junior or senior status, enrollment subject to availability and Internship Director approval, credit is pass/fail or grade at departmental election.