

Department of Marketing

McCoy Hall 424

T: 512.245.7428 F: 512.245.7475

www.marketing.mccoy.txstate.edu

DEGREE PROGRAM OFFERED

- Bachelor of Business Administration (BBA), major in Marketing
- Bachelor of Business Administration (BBA), major in Marketing
(Professional Sales Concentration)
- Bachelor of Business Administration (BBA), major in Marketing
(Services Marketing Concentration)

The mission of the Department of Marketing is to educate students to succeed 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 knowledge, skills, and a portfolio of projects that enable them to succeed in a dynamic business environment.

Bachelor of Business Administration (BBA) Major in Marketing Minimum required: 120 semester hours							
General Requirements:							
1. MKT electives may be chosen from MKT 3355, 3360, 3362 (WI), 3365, 3375, 3380, 3385, 3387, 3390, 4325, 4395 (WI), 4396, 4397 or 4399.							
2. The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major (excluding any ELADV course).							
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		BLAW 2361	3
Natural Science Component	3	Natural Science Component	3	2360	3	POSI 2320	3
COMM 1310	3	CIS 1323 (Can test out for a fee)	3	HIST 1320 (WI at Texas State)	3	ART, DAN, MU, or TH 2313	3
US 1100 (PACE Only)	1			QMST 2333	3		
Total	16	Total	15	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	6	FIN 3312	3	MKT Advanced Electives	6	Free Elective	1-2
MGT 3303	3	MGT 3453 (WI at Texas State)	4	MKT 3358	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 3343	3	MKT 3350	3	MKT 4330	3	MKT 4310	3
		MKT 3370	3			MKT 4337 (WI at Texas State)	3
Total	15	Total	16	Total	15	Total	13-14

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

General Requirement:

- The advanced electives in business may be chosen from any 3000-4000 level business courses not required for the major (excluding any ELADV course).

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	3	BLAW 2361	3
Natural Science Component	3	Natural Science Component	3	2360	3	POSI 2320	3
COMM 1310	3	CIS 1323 (Can test out for a fee)	3	HIST 1320 (WI at Texas State)	3	ART, DAN, MU, or TH 2313	3
US 1100 (PACE Only)	1			QMST 2333	3		
Total	16	Total	15	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 4392	3
Free Elective	6	FIN 3312	3	MKT 4310	3	Free Elective	1-2
MGT 3303	3	MGT 3453 (WI at Texas State)	4	MKT 3360	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 3343	3	MKT 3350	3	MKT 4330	3	MKT 4396	3
		MKT 3370	3	Free Elective	3	MKT 4337 (WI at Texas State)	3
Total	15	Total	16	Total	15	Total	13-14

Bachelor of Business Administration (BBA)
Major in Marketing
(Services Marketing Concentration)
 Minimum required: 120 semester hours

General Requirements:

- The restricted advanced business elective may be chosen from MKT 3355, 3380 or 3390.

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 at Texas State)	3	ENG 2310, 2320, 2330, 2340, 2359 or	3	BLAW 2361	3
Natural Science Component	3	Natural Science Component	3	2360	3	POSI 2320	3
COMM 1310	3	CIS 1323 (Can test out for a fee)	3	HIST 1320 (WI at Texas State)	3	ART, DAN, MU, TH 2313	3
US 1100 (PACE Only)	1			QMST 2333	3		
Total	16	Total	15	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	Restricted Adv Business Elective	3	MKT 4393	3
Free Electives	6	FIN 3312	3	MKT 4310	3	Free Elective	1-2
MGT 3303	3	MGT 3453 (WI at Texas State)	4	MKT 3370	3	MGT 4335 (WI at Texas State) (Capstone)	3
MKT 3343	3	MKT 3350	3	MKT 4330	3	MKT 4325	3
		MKT 3365	3	Free Elective	3	MKT 4337 (WI at Texas State)	3
Total	15	Total	16	Total	15	Total	13-14

Courses in Marketing (MKT)

- 3343 Principles of Marketing. (3-0) **This course studies the strategic marketing process, which creates value for consumers and organizations through integrated production and distribution of products. It examines the marketing process in the context of the global, cultural, economic, legal/regulatory environment. It also examines ethical and socially-responsible marketing and the impact of information technology.**
- 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. In this hands-on course, students develop and implement marketing campaigns for social change on behalf of non-profit clients.** 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 3343.
- 3390 Marketing Health Care. (3-0) A study of marketing and its role in health care, including buyer and service provider behavior, relevant marketing principles and strategies, and emerging topics., such as medical tourism, universal health care, and health care regulations. Prerequisite: MKT 3343.
- 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. Prerequisite: MKT 3343. (MC)
- 4325 Advanced Topics in Service Marketing. (3-0) This class is a comprehensive study of services marketing theories, concepts, and strategies; it includes an examination of cost controls, research methodologies, branding, customer service, store atmosphere, segmentation, customer relationship management, customer value, service innovation, consumer behavior, and service delivery. Prerequisite: MKT 3343.
- 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)
- 4392 Sales Internship. (0-3) This course integrates of professional and academic experience through internship with an external employer. Restrictions: Marketing majors with sales concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at departmental election. Prerequisites: MKT 3343 and MKT 3358. Permission of Instructor.
- 4393 Services Marketing Internship. (0-3) This course integrates of professional and academic experience through internship with an external employer. Restrictions: Marketing majors with services marketing concentration only; enrollment subject to availability and approval; credit- pass/fail or grade at

departmental election. Prerequisites: MKT 3343 and MKT 3365. Permission of Instructor.

- 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. (MP)
- 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.