

# MARKETING (MKTG)

## MKTG 101. Principles Of Marketing. 3 Units

**Prerequisite(s):** You must be a Business major (any concentration), a business minor or in one of the following majors: Corns/Pub Relations, CM, MET, FACS (Apparel Mktg/Design), FACS (Cons Sci), GPHD, INTO (Mktg), Rec & Park Mgmt, Photography to enroll in this course.

**Term Typically Offered:** Fall, Spring

The purpose of this course is to help students develop a working knowledge of marketing. Students will learn about the role marketing plays in an organization, as well as how to plan, implement and evaluate marketing activities. This course builds a foundation for further study in marketing and related fields.

## MKTG 115. Marketing Analytics. 3 Units

**Prerequisite(s):** MKTG 101; and either DS 101 or MKTG 121; or instructor permission

**Term Typically Offered:** Fall, Spring

The course covers current developments in marketing analytics. Topics include methodologies for market forecasting, estimating market size, and demand; evaluating marketing ROI and customer life time value; modeling of segmentation, positioning, competitive analysis, conjoint analysis, distribution channel analytics, and sales analytics. Students will also learn the latest datamining tools to collect, analyze, and visualize data for decision making and communicating to senior executives.

## MKTG 121. Marketing Research and Information. 3 Units

**Prerequisite(s):** MKTG 101.

**Term Typically Offered:** Fall, Spring

Examines the acquisition of information for marketing management decision making, including methods of collection and analysis applicable to secondary and primary data, as this process relates to the management information system. Seminar.

## MKTG 122. Buyer Behavior. 3 Units

**Prerequisite(s):** MKTG 101.

**Term Typically Offered:** Fall, Spring

Understanding buying as a process in order to develop more effective solutions to marketing problems; an interdisciplinary approach drawing on insights from the behavioral sciences; applications to practical marketing situations. Seminar.

## MKTG 123. Public Relations and Ethics in Business. 3 Units

**Term Typically Offered:** Fall, Spring

Managerial function of evaluating public attitudes toward business firms and other organizations and institutions, and of adjusting policies and executing programs to earn public acceptance and support. Media and method of communicating with the various publics, and problems in responsible leadership.

## MKTG 124. Retail Management. 3 Units

**Prerequisite(s):** MKTG 101.

**Term Typically Offered:** Fall, Spring

Development, trends, and institutions of retailing; organization and management of retail establishments; principles and policies of retail store operations including location and layout, planning and control of budgets, personnel, pricing and customer services.

## MKTG 125. Advertising. 3 Units

**Prerequisite(s):** MKTG 101.

**Term Typically Offered:** Fall, Spring

Examination of advertising as a marketing communications tool in profit and nonprofit organizations. Emphasis will be placed on creative methods, alternative media, measurements of effectiveness, and coordination with other aspects of the marketing program through class discussion and written projects. Seminar.

## MKTG 126. Salesmanship. 3 Units

**Term Typically Offered:** Fall, Spring

Principles of the sales process including prospecting, structuring a sales presentation, handling objections, closing and customer relationship management. Application of sales techniques in product and service situations, integration of technology as a sales tool. Includes lectures, role playing, and practice in sales presentations.

## MKTG 127. Sales Management. 3 Units

**Prerequisite(s):** MKTG 101.

**Term Typically Offered:** Fall, Spring

Individual problems of manufacturer or wholesaler in merchandising; intensive development of the "selling" function of marketing; duties of the sales manager.

## MKTG 129. Marketing Management. 3 Units

**Prerequisite(s):** MKTG 101 and senior status.

**Term Typically Offered:** Fall, Spring

Application of marketing principles to the solution of a wide variety of problems and cases including target markets, product selection, channels of distribution, promotion and pricing.

**Note:** It is a capstone course. It is recommended that students take MKTG 121 and MKTG 122 prior to taking MKTG 129. Seminar.

## MKTG 130. Digital Marketing. 3 Units

**Prerequisite(s):** MKTG 101 and Business majors or Marketing minors only.

The purpose of this course is to help students learn and apply emerging marketing techniques to become efficient and effective marketers in the 21st century. Topics covered center on effective marketing in an online environment to help students refine their strategic marketing skills, ability to work effectively in diverse teams, and understanding of the local marketing environment.

## MKTG 160. Principles of Quality Management. 3 Units

**Term Typically Offered:** Fall, Spring

Study of the major principles of quality management: customer focus, continuous improvement, employee involvement, and process improvement. Use of case studies and a project to gain knowledge in implementing quality management principles. Seminar.

**MKTG 181. Supply Chain Logistics Management. 3 Units**  
**Prerequisite(s):** OPM 101.  
**Term Typically Offered:** Fall, Spring

Delivery of enhanced customer and economic value through synchronized management of the flow of physical goods and associated information from sourcing through consumption. Examines the management of those activities that facilitate the movement, control and direction of goods and services to create time, place, form and ownership utilities in the global market. Topics include transportation, warehousing, information systems, sourcing, strategic alliances, modeling, purchasing and international operations.

**MKTG 186. Advanced Operations Planning and Control. 3 Units**  
**Prerequisite(s):** OPM 101.  
**Term Typically Offered:** Fall, Spring

Focuses on effective operations strategies for companies that operate in a dynamic business environment, with an emphasis on in-depth treatments of the decision situations facing managers in charge of related to the planning and control of the flow of goods and services in supply chain systems.

**MKTG 188. Supply Chain Modeling and Analysis. 3 Units**  
**Prerequisite(s):** OPM 101.  
**Term Typically Offered:** Fall, Spring

Covers modeling and analytics for designing, managing and improving supply chain systems in order to achieve competitive advantages: cost, quality, service, flexibility, adaptability, and sustainability which support business level strategies of cost leadership and differentiation.

**MKTG 190. Multinational Marketing. 3 Units**  
**Prerequisite(s):** MKTG 101 or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer

Environmental factors affecting international trade, such as culture and business customs, political factors and constraints, economic development and legal differences, are integrated with the marketing management functions of market potential, analysis marketing research, international organization, channels and distribution, sales promotion, prices, credit, and financing.

**MKTG 195. Internship in Marketing. 3 Units**  
**Prerequisite(s):** Minimum Sacramento State GPA of 2.5.  
**Term Typically Offered:** Fall, Spring

Supervised work experience in business, governmental or service agencies for the purpose of increasing student understanding of the nature and scope of their operations. Supervision is provided by the faculty and the cooperating agencies.

**Note:** Open to upper division students, subject to permission of the Marketing Area. Petitions can be obtained from the Student Affairs Office, Tahoe 2065. Open to declared business administration majors only.

Credit/No Credit

**MKTG 199. Special Problems in Marketing. 1 - 3 Units**  
**Term Typically Offered:** Fall, Spring

Individual projects or directed reading for students qualified to carry on independent work.

**Note:** Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Advising Center, Tahoe 1030.

Credit/No Credit

**MKTG 199A. Special Problems in Supply Chain Management. 3 Units**  
**Term Typically Offered:** Fall, Spring

Individual projects or directed reading for students qualified to carry on independent work.

**Note:** Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Advising Center, Tahoe 1030.

Credit/No Credit