

MARKETING AND SUPPLY CHAIN MANAGEMENT

College of Business

Program Description

The College of Business (COB) offers a broad professional education in Business. The Bachelor of Science program offers students a choice of 9 concentrations by which they may focus their goals. Additionally, the COB's Business Honors program provides an alternative path to its most capable students to prepare them for management opportunities. All students must choose a concentration to complete their requirements for the baccalaureate degree. Students who are uncertain about which concentration to choose are encouraged to select the General Management concentration, as it is the most comprehensive. The structure of the General Management concentration also provides an overlap with the other concentrations, thus making changes in focus possible. Students who wish a more customized program may elect to complete the requirements for additional concentrations as well. For example, students may elect dual concentrations such as General Management and Management of Human Resources and Organizational Behavior. For information about program options, please visit our website at: Undergraduate Programs | Sacramento State (csus.edu) (<https://www.csus.edu/college/business-administration/undergraduate/>).

The College also offers Minors in Business Administration, Management of Human Resources and Organizational Behavior, Marketing, Real Estate and Land Use Affairs, and Risk Management and Insurance. A Minor in Business Administration is valuable to the student majoring in another area who wishes to supplement his/her knowledge with a business background.

Degree Programs

BS in Business Administration (Marketing) (<https://catalog.csus.edu/colleges/business-administration/marketing-and-supply-chain-management/bs-in-business-administration-marketing/>)

BS in Business Administration (Supply Chain Management) (<https://catalog.csus.edu/colleges/business-administration/marketing-and-supply-chain-management/bs-in-business-administration-supply-chain-management/>)

Minor in Marketing (<https://catalog.csus.edu/colleges/business-administration/marketing-and-supply-chain-management/minor-in-marketing/>)

Career Possibilities

Advertising Analyst · Advertising Executive · Brand Manager · Customer Relations Manager · Consultant · Direct Marketing Manager · E-commerce Analyst · Facility Planner · Logistics Manager · Manufacturers Representative · Marketing Analyst · Market Research Analyst · Marketing Manager · Material Planner · Merchandising Manager · Operations Analyst · Operations Manager · Process Management Analyst · Production Control Manager · Product Manager · Production Manager · Production Planner/Scheduler · Production Planner/Scheduler · Productivity Analyst · Project Manager · Public Opinion Specialist · Public Relations Specialist · Purchasing Agent · Quality Control Manager · Research/Development Director · Retail Sales Representative · Retail Store Manager · Safety Manager · Sales Manager · Sales Representative · Service Manager

· Social Marketing Specialist · Sports Promotion Director · Supply Chain Manager · Systems Analyst · Systems Manager · Warehouse Manager

Contact Information

Office of the Dean

Tahoe Hall 1010
Email: cob@csus.edu
Phone: (916) 278-6578
College of Business Website (<https://www.csus.edu/college/business-administration/>)
Jean-Francois Coget, Dean
Mylah Nurse, Executive Assistant to the Dean
Eileen Aiello, Budget Analyst
Ale Reiher, Administrative Coordinator
Tim Richter, Director of Development

Office of the Associate Dean for Faculty Support

Tahoe Hall 2130
(916) 278-5577
Jaydeep Balakrishnan, Associate Dean
Angela Park-Girouard, Administrative Analyst
Jeannie Hansen, Faculty Personnel Analyst

Jordan Smith, AD Support Specialist

Office of the Associate Dean for Academic Programs

Tahoe Hall 2028
(916) 278-6463
Pingsheng Tong, Associate Dean
Shelly Bingel, Administrative Analyst
Maryam Sabet, Academic Programs Coordinator & Enrolment Specialist

Office of Student Engagement

Tahoe Hall 1030
(916) 278-BIZZ (2499)
Bonnie McDonald Beevers, Director
Maria Lindstrom, Coordinator Undergraduate Business Advising
Maggie Hansen, Coordinator Student Programs & Program Impact
Sanitta Coey, Administrative Analyst
Taylor Ainger, Administrative Support Coordinator
Stephanie Serrato Neumann, Academic Advisor cob-ugrad@csus.edu
Ashley N. Torres, Academic Advisor

Patsy Jimenez, Integrated Academic Advisor

Undergraduate Business Advising Center

Tahoe Hall 1030
(916) 278-BIZZ (2499)
Email the Undergraduate Business Advising Center (cob-ugrad@csus.edu)

Graduate Programs Office

Graduate Programs (<https://www.csus.edu/college/business-administration/graduate/>) (website)**(iMBA, EMA, MSBA, MSF, MSA, Graduate Career Services)**

Tahoe Hall 1020

Maleeha Mir Khan, Director of Graduate Programs

Claire Goldsby, Graduate Programs Coordinator

Serena Hoffman, Graduate Programs Advisor

Maryanne Ruperto, Graduate Programs Specialist

MBA Program Services (MPS)

(916) 278-3354

Contact the MBA Program Services (<https://www.csus.edu/college/business-administration/graduate/mba.html>)

Jeanie Williams, Graduate Coordinator & MBA Advisor

Sophie Mills Duncan, Graduate Recruitment & Admissions Coordinator

Mandy Mangels, Graduate Programs Specialist

Business Graduate Career Services

Tahoe Hall 2065

(916) 278-7142

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: Coms/Pub Relations, CM, MET, FACS (Apparel Mktg/Design), FACS (Cons Sci), FASH, GPHD, INTD (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.**Corequisite(s):** DS 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.**Term Typically Offered:** Fall, Spring

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 140. Sports Marketing.**3 Units****Prerequisite(s):** MKTG 101**Term Typically Offered:** Fall, Spring

The purpose of this course is to help students to integrate principles of marketing and sports industry management. It examines the marketing of sports, teams, athletes, sport arenas, as well as the use of sports related marketing tools (such as sponsorships, celebrity athlete endorsements, promotional licensing) for promoting non-sport consumer and industrial products.

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. Sustainable Supply Chain.**3 Units****Prerequisite(s):** OPM 101.**Term Typically Offered:** Fall, Spring

Focuses on effective operations strategies with a sustainability emphasis. Identifies the role of sustainability in supply chain systems by incorporating environmental and societal impacts into decision making. Examines how sustainability transforms fundamental operations functions and competitive landscape. Develops integrated business perspectives and strategies that promote an environmentally, socially and financially sustainable supply network. Topics include sustainable product design, closed-loop supply chain, life cycle assessment, sustainable sourcing, procurement and transportation, social equity and responsibility.

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

This course is designed to help students master the analytical tools and techniques that are useful in designing and managing supply chains. This course provides a problem-driven approach to learning about essential optimization methodologies and programming skills to support decision-making in supply chain systems.

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

OPM 101. Operations Management.**3 Units****Prerequisite(s):** Student must be a Business Major or Business Administration minor to enroll in this course**Corequisite(s):** DS 101**Term Typically Offered:** Fall, Spring

Introduction to the basic concepts and methods used to analyze and improve performance of operations in manufacturing and service organizations.

OPM 120. Service Operations Management.

3 Units

Prerequisite(s): OPM 101.

Term Typically Offered: Fall, Spring

Identify and examine the unique characteristics and operations challenges of service businesses, including health care, hospitality, food service, entertainment, financial services, government service, etc. Provide conceptual frameworks and tools for effective service operations. Evaluate and develop strategies for achieving operational competitiveness in service businesses through case studies and discussions. Topics include service strategy, service development, service process design and improvement, service quality management, yield management, and service relationship management.