

# MARKETING AND SUPPLY CHAIN MANAGEMENT

*College of Business Administration*

## Program Description

The College of Business Administration (CBA) 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 CBA'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) (<http://catalog.csus.edu/colleges/business-administration/marketing-and-supply-chain-management/bs-in-business-administration-marketing/>)

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

Minor in Marketing (<http://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

William P. Cordeiro, Dean

Elizabeth Steiner, Executive Assistant to the Dean  
Cyndy LaFitte, Budget Analyst

Tim Richter, Director of Development

Douglas Evans, Marketing Specialist

Mylah Nurse, Administrative Coordinator  
Tahoe Hall 1010  
(916) 278-6578 | [cba@csus.edu](mailto:cba@csus.edu)

College of Business Administration Website (<http://www.cba.csus.edu/>)

### Office of the Associate Dean for Faculty Support

Jaydeep Balakrishnan, Associate Dean  
Angela Park-Girouard, Administrative Analyst

Phillip Booth, Faculty Personnel Analyst  
Tahoe Hall 2130  
(916) 278-5577

### Graduate Programs Office

Vacant, Director

Claire Goldsby, Graduate Programs Coordinator

Serena Hoffman, EPP Advisor

Tahoe Hall 1020

(916) 278-5767

### MBA Program Services (MPS)

Sophie Mills, Graduate Recruitment & Admissions Coordinator

Jeanie Williams, Graduate Coordinator & MBA Advisor

Tahoe Hall 1020

(916) 278-6772

Email the MBA Program Services ([cba-mbaadmissions@csus.edu](mailto:cba-mbaadmissions@csus.edu))

### Business Graduate Career Services

Brent Bynum, Director

Tahoe Hall 2065

(916) 278-7142

### Office of the Associate Dean for Academic Programs

Vacant, Associate Dean

Barbara (Mei Po) Vong, Program Analyst

Maryam Sabet, Academic Programs Coordinator & Enrolment Specialist

Tahoe Hall 2028

(916) 278-6463

**Office of Student Engagement**

Bonnie McDonald-Beevers, Director

Vacant, Administrative Coordinator

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

<p><b>MKTG 140. Sports Marketing.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> MKTG 101  <b>Term Typically Offered:</b> Fall, Spring</p>	<p><b>MKTG 195. Internship in Marketing.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> Minimum Sacramento State GPA of 2.5.  <b>Term Typically Offered:</b> Fall, Spring</p>
<p>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.</p>	<p>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.  <b>Note:</b> 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.</p>
<p><b>MKTG 160. Principles of Quality Management.</b> <b>3 Units</b>  <b>Term Typically Offered:</b> Fall, Spring</p>	<p>Credit/No Credit</p>
<p>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.</p>	<p><b>MKTG 199. Special Problems in Marketing.</b> <b>1 - 3 Units</b>  <b>Term Typically Offered:</b> Fall, Spring</p>
<p><b>MKTG 181. Supply Chain Logistics Management.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> OPM 101.  <b>Term Typically Offered:</b> Fall, Spring</p>	<p>Individual projects or directed reading for students qualified to carry on independent work.  <b>Note:</b> Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Advising Center, Tahoe 1030.</p>
<p>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.</p>	<p>Credit/No Credit</p>
<p><b>MKTG 186. Advanced Operations Planning and Control.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> OPM 101.  <b>Term Typically Offered:</b> Fall, Spring</p>	<p><b>MKTG 199A. Special Problems in Supply Chain Management.</b> <b>3 Units</b>  <b>Term Typically Offered:</b> Fall, Spring</p>
<p>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.</p>	<p>Individual projects or directed reading for students qualified to carry on independent work.  <b>Note:</b> Admission requires approval of the instructor and the Associate Dean. Petitions can be obtained from the Undergraduate Business Advising Center, Tahoe 1030.</p>
<p><b>MKTG 188. Supply Chain Modeling and Analysis.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> OPM 101.  <b>Term Typically Offered:</b> Fall, Spring</p>	<p>Credit/No Credit</p>
<p>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.</p>	<p><b>OPM 101. Operations Management.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> Student must be a Business Major or Business Administration minor to enroll in this course  <b>Corequisite(s):</b> DS 101  <b>Term Typically Offered:</b> Fall, Spring</p>
<p><b>MKTG 190. Multinational Marketing.</b> <b>3 Units</b>  <b>Prerequisite(s):</b> MKTG 101 or instructor permission.  <b>Term Typically Offered:</b> Fall, Spring, Summer</p>	<p>Introduction to the basic concepts and methods used to analyze and improve performance of operations in manufacturing and service organizations.</p>
<p>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.</p>	