The university offers a concentration in marketing, sports & entertainment marketing and international business within the Bachelor of Arts in Administration. The department also offers a concentration in Marketing for the Master of Business Administration. Marketing courses are offered in support of these programs. Further information is available from the Department of Marketing.

In today’s business world, growing numbers of U.S. companies both large and small are getting involved in international marketing. Because of this increased involvement in international business, marketing students are encouraged to participate in the California State University's International Program.

Upper Division

Enrollment in upper-division courses restricted to students who have met all prerequisites and have completed at least 90 quarter units (junior class level). Students who do not meet these requirements will be disenrolled.

Current Faculty

Haakon Brown, Associate Professor  
B.S. 1995, Columbia University  
M.B.A. 2001, Massachusetts Institute of Technology  
Ph.D. 2009, Northwestern University  
Melilka Kordrostami, Assistant Professor  
B.S. 2006, MBA 2009, Sharif University of Technology  
Ph.D. 2017, Iowa State University  
Eric J. Newman, Professor  
B.S. 1991, MBA 1992, University of Montana  
Ph.D. 2001, Washington State University  
Jason Ryan, Professor  
B.A. 1995, Swarthmore College  
M.B.A. 2000, Washington University  
A.M. 2002, Washington University  
Ph.D. 2007, University College Dublin  
Victoria A. Seitz, Professor, Chair  
B.S. 1978, Kansas State University  
M.S. 1984, Ph.D. 1987, Oklahoma State University  
Chanho Song, Assistant Professor  
B.S. 2004  
M.B.A. 2010, University of California, San Diego  
Ph.D. 2015, Kent State University

Emeriti

Mike Boorom, Professor  
Frederick Hebein, Professor of Marketing

Courses

MKTG 305. Marketing Principles. 4 Units.  
Prerequisites: junior standing  
Overview of the field of marketing and its interactions with other aspects of business. Includes consumer and industrial buying behavior; target marketing, segmentation, positioning, and differentiation; marketing research; product, distribution, promotion, and pricing decisions; industrial, services, and international marketing as well as legal and ethical dimensions.

MKTG 410. Consumer Behavior. 4 Units.  
Prerequisites: MKTG 305  
Consumer decision processes in the consumptive role including internal and external influences on consumer behavior and marketing strategies.

MKTG 415. Product Management. 4 Units.  
Prerequisites: MKTG 305  
Techniques and processes of product development and product management. Topics include idea generation, screening, design, testing and commercialization. Introduces basic product management techniques such as brand switching, product adoption forecasting, and customer preference specification.

MKTG 416. Marketing Research. 4 Units.  
Prerequisites: MKTG 305  
Marketing research as an activity of information gathering, analysis and interpretation for input into management decision making. Application of current practices and techniques in the marketing research industry. Requires the use of statistical software.

MKTG 420. Introduction to Marketing Communications.. 4 Units.  
Prerequisites: MKTG 305 and the upper-division writing requirement  
The role of communication in the marketing process. Integration of advertising, personal selling, sales promotion, packaging, digital media, and public relations, as well as their social, economic, and legal impact. Emphasis on the influence of marketing communications on consumer information processing and decision making processes and determination and evaluation of marketing communication opportunities, objectives, messages, and effort.

MKTG 430. Professional Selling and Sales Management. 4 Units.  
Prerequisites: MKTG 305 and the upper division writing requirement  
Develops interpersonal communication skills used in the selling of products and services. Skills in prospecting, questioning and listening, understanding needs, demonstrating and explaining products, overcoming objections and closing the sale. Introduces managerial techniques used to supervise a sales force and to analyze company sales. Emphasis on recruitment, training, motivation and evaluation of salespeople.
MKTG 436. Marketing Decision-Making. 4 Units.
Prerequisites: MKTG 305
Reinforcing concepts learned in Marketing Principles, students will analyze, evaluate and develop product, price, promotion and physical distribution marketing programs. Emphasis is placed on analytical techniques and case studies to develop effective student decision-making skills in the major functional areas of marketing.

MKTG 446. Integrated Marketing Communications. 4 Units.
Prerequisites: MKTG 420
Development of an integrated marketing communications campaign for a client's regional or national product or service.

MKTG 460. Retailing. 4 Units.
Prerequisites: MKTG 305
History, development, organization and management of retail institutions. Emphasis is on retail store operations, such as location, layout, planning, control of budgets, human resource planning, pricing and customer service.

MKTG 470. International Marketing Management. 4 Units.
Prerequisites: MKTG 305
Marketing strategies for developing global markets including the cultural, political, and economic infrastructure of foreign markets and their impact on traditional marketing decisions.

MKTG 496. Marketing Planning and Strategy. 4 Units.
Prerequisites: MKTG 410, 416, 436, and the upper-division writing requirement
An integrative approach to strategic marketing management including the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs and an applied knowledge of SPSS or any other data analysis software package.

MKTG 520. Advanced Marketing Communication. 4 Units.
Prerequisites: MKTG 305 or consent of instructor
Management of the marketing communication function with emphasis on the integration and coordination of its activities. Advertising, direct marketing, personal selling, public relations, sales promotion, and digital strategies are mastered with consideration given to global, ethical, and technology-related issues. Includes development of an integrated marketing communication plan. Offered as COMM 520 and MKTG 520, students may not receive credit for both.

MKTG 525. Sports and Entertainment Marketing. 4 Units.
Prerequisites: MKTG 305 or MKTG 605
Examination of the theoretical and practical aspects of marketing management in the sports and entertainment industry. Formerly a topic under MKTG 590.

MKTG 550. Advanced Sports Marketing Planning and Strategy. 4 Units.
Prerequisites: MKTG 525
An integrative approach to strategic sports marketing management providing theoretical and practical aspects of marketing management in the sports industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Three hours lecture and two hours computer laboratory.

MKTG 555. Advanced Entertainment Marketing Planning and Strategy. 4 Units.
Prerequisites: MKTG 525
An integrative approach to strategic entertainment marketing management providing theoretical and practical aspects of marketing management in the entertainment industry. Topics include the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs.

MKTG 560. Services Marketing. 4 Units.
Prerequisites: MKTG 305 or MKTG 605
The process of designing and marketing intangible services for profit and non-profit organizations. Emphasis on customer-focused strategies for developing, promoting, pricing and evaluating service mixes in a global context. Formerly a topic under MKTG 590.

MKTG 570. Introduction to Hospitality Management. 4 Units.
Focuses on hospitality operations while offering a broad, comprehensive foundation of current knowledge about the world's largest industry. Course focuses on the five areas: the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment.

MKTG 573. Hospitality Marketing Management. 4 Units.
Integrative approach to strategic hospitality marketing problem-solving and decision-making including the planning, design and execution of a comprehensive situation analysis, identification and evaluation of strategic marketing alternatives, and the implementation of marketing plans and programs. Focus is on the interacting effects of such factors as selling, advertising, pricing, consumer behavior and channels of distribution (course substitution for MKTG 496 with Department Chair permission).

MKTG 575B. Internship in Marketing. 2 Units.
Prerequisites: consent of instructor and the department's internship coordinator
Supervised work and study in private or public organizations. May be repeated once for credit. A total of two College of Business and Public Administration 575 courses may be applied toward graduation. Graded credit/no credit.

MKTG 575D. Internship. 4 Units.
Prerequisites: senior standing preferred; consent of instructor and the departments internship coordinator
Supervised work and study in private or public organizations. May be repeated once for credit. A total of two College of Business and Public Administration 575 courses may be applied toward graduation. Graded credit/no credit.
MKTG 575H. Internship. 8 Units.
Prerequisites: senior standing preferred; consent of instructor and department
Supervised work and study in private or public organization with online learning component. Graded credit/no credit.

MKTG 590. Seminar in Marketing. 4 Units.
An intensive study of some phase of marketing to be developed by the instructor. May be repeated for credit as topics change.

MKTG 595A. Independent Study. 1 Unit.
Prerequisites: a minimum overall grade point average of 3.0, consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the College of Business and Public Administration on a standard application filed in advance of the quarter in which the course is to be taken
Special topics involving library and/or field research. A total of 10 units in any College of Business and Public Administration 595 may be applied toward graduation. Marketing (1-5 units).

MKTG 595B. Independent Study. 2 Units.
Prerequisites: a minimum overall grade point average of 3.0, consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the College of Business and Public Administration on a standard application filed in advance of the quarter in which the course is to be taken
Special topics involving library and/or field research. A total of 10 units in any College of Business and Public Administration 595 may be applied toward graduation. Marketing (1-5 units).

MKTG 595C. Independent Study. 3 Units.
Prerequisites: a minimum overall grade point average of 3.0, consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the College of Business and Public Administration on a standard application filed in advance of the quarter in which the course is to be taken
Special topics involving library and/or field research. A total of 10 units in any College of Business and Public Administration 595 may be applied toward graduation. Marketing (1-5 units).

MKTG 595D. Independent Study. 4 Units.
Prerequisites: a minimum overall grade point average of 3.0, consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the College of Business and Public Administration on a standard application filed in advance of the quarter in which the course is to be taken
Special topics involving library and/or field research. A total of 10 units in any College of Business and Public Administration 595 may be applied toward graduation. Marketing (1-5 units).

MKTG 595E. Independent Study. 5 Units.
Prerequisites: a minimum overall grade point average of 3.0, consent of instructor and approval by the department of a written project/proposal submitted to the appropriate department in the College of Business and Public Administration on a standard application filed in advance of the quarter in which the course is to be taken
Special topics involving library and/or field research. A total of 10 units in any College of Business and Public Administration 595 may be applied toward graduation. Marketing (1-5 units).

MKTG 605. Marketing Management. 4 Units.
Problem-solving and decision-making in marketing and the interacting effects of such factors as selling, advertising, pricing, consumer behavior and channels of distribution.

MKTG 610. Consumer and Organizational Buying Behavior. 4 Units.
Prerequisites: MKTG 605
Influences on the purchasing behavior of individual consumers and organizational buyers. Use of theories, concepts and research findings in management and public policy decisions.

MKTG 620. Advertising Management. 4 Units.
Prerequisites: MKTG 605
Emphasis on the managerial approach to advertising in its relationship to marketing management, including consumer behavior, audience analysis, research, advertising media, appeals, campaign development, as well as legal, ethical, and international aspects of advertising. Also examines communication processes and other promotional activities.

MKTG 640. Advanced Marketing Research. 4 Units.
Prerequisites: MKTG 605
Advanced study of current marketing research methods used to gather, analyze and transform data into information required for managerial decision-making. Includes qualitative and quantitative approaches to problem definition, research design, data collection and analysis, interpretation and presentation of research results. Requires use of statistical software. Three hours lecture and two hours activity laboratory.

MKTG 670. Global Marketing Strategies. 4 Units.
Prerequisites: MKTG 605
Advanced marketing strategies for developing global markets. Includes the emerging changes in international markets and their impact on general marketing strategies. Formerly a topic under MKTG 690.

MKTG 675. Internship. 4 Units.
Prerequisites: consent of instructor and department's internship coordinator
Supervised work and study in private or public organizations. May be repeated once for credit. A total of two College of Business and Public Administration 675 courses may be applied toward graduation. Graded credit/no credit.

MKTG 686D. Graduate Project. 4 Units.
Prerequisites: advancement to candidacy
Preparation of a graduate project under the direction of a faculty member, with the approval of the graduate director, and if an interdisciplinary study major, with the approval of the graduate program coordinator. Maximum of eight units applicable toward the M.B.A. or M.A. in Interdisciplinary Studies.

MKTG 686E. Graduate Project. 5 Units.
Prerequisites: advancement to candidacy
Preparation of a graduate project under the direction of a faculty member, with the approval of the graduate director, and if an interdisciplinary study major, with the approval of the graduate program coordinator. Maximum of eight units applicable toward the M.B.A. or M.A. in Interdisciplinary Studies.

MKTG 686F. Graduate Project. 6 Units.
Prerequisites: advancement to candidacy
Preparation of a graduate project under the direction of a faculty member, with the approval of the graduate director, and if an interdisciplinary study major, with the approval of the graduate program coordinator. Maximum of eight units applicable toward the M.B.A. or M.A. in Interdisciplinary Studies.
**MKTG 686G. Graduate Project. 7 Units.**
Prerequisites: advancement to candidacy
Preparation of a graduate project under the direction of a faculty member, with the approval of the graduate director, and if an interdisciplinary study major, with the approval of the graduate program coordinator. Maximum of eight units applicable toward the M.B.A. or M.A. in Interdisciplinary Studies.

**MKTG 686H. Graduate Project. 8 Units.**
Prerequisites: advancement to candidacy
Preparation of a graduate project under the direction of a faculty member, with the approval of the graduate director, and if an interdisciplinary study major, with the approval of the graduate program coordinator. Maximum of eight units applicable toward the M.B.A. or M.A. in Interdisciplinary Studies.

**MKTG 690. Advanced Topics in Marketing. 4 Units.**
Intensive study of an advanced topic in marketing. May be repeated for credit as topics change.

**MKTG 696. Marketing Strategy. 4 Units.**
Prerequisites: MKTG 605 and at least four additional units of 500- or 600-level coursework in marketing
A strategy planning approach to marketing management from conceptual and applications perspectives. Focus is on the strategic decision-making process supported by self-analysis and external analysis. Legal, ethical and international aspects are also considered.

**MKTG 698A. Continuous Enrollment for Graduate Candidacy Standing. 1 Unit.**
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

**MKTG 698B. Continuous Enrollment for Graduate Candidacy Standing. 2 Units.**
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

**MKTG 698C. Continuous Enrollment for Graduate Candidacy Standing. 3 Units.**
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

**MKTG 698D. Continuous Enrollment for Graduate Candidacy Standing. 4 Units.**
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

**MKTG 698E. Continuous Enrollment for Graduate Candidacy Standing. 5 Units.**
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master's degree. To retain classified standing in the master's program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.
MKTG 698F. Continuous Enrollment for Graduate Candidacy Standing. 6 Units.
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master’s degree. To retain classified standing in the master’s program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.

MKTG 698Z. Continuous Enrollment for Graduate Candidacy Standing. 0 Units.
Prerequisites: advancement to candidacy and approval of program graduate coordinator or, if an interdisciplinary studies major, consent of the Dean of Graduate Studies
Independent study leading to completion of requirements (other than course work) for the master’s degree. To retain classified standing in the master’s program, a student must enroll in 698 each quarter until the project or thesis is accepted or the comprehensive examination passed. Students who enroll in 698 through the university have full use of all university facilities. See Culminating Experience: Exam, Thesis, or Project in Graduate Degree and Program Requirements section of the Bulletin of Courses. 698 is a variable unit course, see fee schedule in the Financial Information section of the Bulletin of Courses. Earned units are not degree-applicable nor will they qualify for financial aid.