

MARKETING (MKT) 559

352 State Farm Hall of Business

(309) 438-7261

Fax: (309) 438-3508

Website: Business.IllinoisState.edu

Chairperson: Horace Melton.

General Department Information

The Marketing Department offers and administers two degree programs: Marketing and Business Education.

Academic Requirements:

All students with majors offered by the Department of Marketing must meet the academic, admission, and transfer requirements of the College of Business. Non-majors must have the prerequisites, including the specified number of hours, to enroll in courses in the Department.

Marketing Program

Degree Offered: B.S.

Marketing is a flexible degree that qualifies graduates for a variety of leadership positions in the selling, distribution, pricing, and advertising of goods and services for both profit and non-profit organizations.

MAJOR IN MARKETING

- 68 required hours including 44 hours in required core and non-business courses and 24 hours in Marketing major required and elective courses.
- The 44 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; ECO 105; ENG 145A13; FIL 185, 240; MAT 121 or 145; MKT 190 or 230; MQM 100, 220, 227, 385.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Marketing major elective courses: (15 hours selected from): MKT 233, 234, 236, 245, 310, 311, 324, 325, 326, 329, 331, 332, 333, 334, 335, 337, 339, 345, 350, 398A01, 398A03, 398A04. NOTE: Up to 3 hours of MKT 287, and 398A01 may be counted as part of the 12 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

Students may choose to major with a general Marketing degree or specialize in one of the following sequences:

Advanced Marketing Analytics Sequence

- The 44 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; ECO 105; ENG 145A13; FIL 185, 240; MAT 120, 121, 144 or 145; MKT 190 or 230; MQM 100, 220, 227, 385.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Required sequence courses (9 hours): ACC 271 or IT 244; MKT 245, 345.
- Advanced Marketing Analytics elective courses (9 hours selected from): ACC 263, 366; GEO 303; IT 344; MKT 311, 339A13, 398A05 (3 hours).
- NOTE:** Up to 3 hours of MKT 287 and 398A05 may be counted as part of the 9 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.
- All courses required in the major must be completed with a grade of C or better.

Integrated Marketing Communication Sequence

- The 44 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; ECO 105; ENG 145A13; FIL 185, 240; MAT 121 or 145; MKT 190 or 230; MQM 100, 220, 227, 385.
- Marketing major required courses (9 hours): MKT 231, 232, 338.
- Required sequence courses: MKT 233, 333.
- Integrated Marketing Communication elective courses: (9 hours selected from): COM 178, MKT 234, 331, 332, 339A05, 339A09, 398A04 (3 hours).
- NOTE:** Up to 3 hours of MKT 287, and 398A04 may be counted as part of the 9 hours listed above.
- The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

Professional Sales Sequence

- The 44 hours of required core and non-business courses include the following: BUS 100; ACC 131, 132, 270; ECO 105;

ENG 145A13; FIL 185, 240; MAT 121 or 145; MKT 190 or 230; MQM 100, 220, 227, 385.

—Marketing major required courses (9 hours): MKT 231, 232, 338.

—Required sequence courses: MKT 234, 334.

—Professional Sales sequence elective courses: (9 hours selected from): MKT 311, 324, 325, 326, 329, 398A03.

NOTE: Up to 3 hours of MKT 287, and 398A03 may be counted as part of the 9 hours listed above.

—The senior year's work (last 30 hours) must be completed in residence at Illinois State University.

MINOR IN BUSINESS ANALYTICS

—27 hours required. (Courses requiring prerequisites, if not already taken, may result in an increase in total hours.)

—Foundation courses (9 hours): IT 150 or MS Competency; MQM 100 or equivalent; MKT 190 or 230.

—Advanced applied elective courses (9 hours selected from): ACC 263, 366, GEO 303, IT 344, 345, MKT 311, 339A13, 345.

—**NOTE:** A qualifying internship, with the approval by the Marketing chairperson, may count for up to three hours toward the Minor.

—**NOTE:** At least half (with a minimum of 9) of the credit hours for a minor must be distinct from any hours the student counts toward a major within the same department of school.

Marketing Courses

190 MARKETING FUNDAMENTALS AND CAREER CHOICES

3 sem. hrs.

Introduces how organizations achieve performance goals through strategic marketing development and implementation. Emphasizes critical thinking, quantitative skills, and career opportunities. Not for credit if had MKT 230 *INTRODUCTION TO MARKETING MANAGEMENT*. Prerequisites: ECO 105 and 42 hours completed. Marketing majors only.

230 INTRODUCTION TO MARKETING MANAGEMENT

3 sem. hrs.

A managerial approach to the study of such key decision areas as advertising, distribution, pricing and product development as well as other concepts and activities that facilitate exchange and build relationships between buyers and sellers in the environments of business and nonbusiness organizations. Prerequisite: ECO 105 or (101 and 102) or 103.

231 BUYER BEHAVIOR

3 sem. hrs.

Theory and research on explaining and predicting consumer and organizational buying behavior. Course examines concepts that have implications for marketing management decisions. Prerequisite: Grade of C or better in MKT 190 or 230.

232 MARKETING RESEARCH

3 sem. hrs.

Examines marketing research methods and techniques used in the collection and interpretation of primary and secondary data. Hands-on experience is gained through participation in one or more research projects. Prerequisites: A grade of C or better in MQM 100 (or ECO 138 or POL 138 or PSY 138) and MKT 190 or 230.

233 FOUNDATIONS OF INTEGRATED MARKETING COMMUNICATION

3 sem. hrs.

Provides an introduction to and foundation for integrated marketing communication (IMC). Coverage will include brand strategy, management, and measurement, overview of promotional mix tools, and secondary research tools for situation analysis as the foundation for IMC planning. Prerequisite: Grade of C or better in MKT 190 or 230.

234 PERSONAL SELLING AND RELATIONSHIP MARKETING

3 sem. hrs.

Presents personal selling as a professional marketing activity; coverage of effective selling methods. Application of selling theories to the modern marketing concept. In-class presentations and role playing exercises are typical. Interactive Learning Systems Technology is used in all sections. Materials charge optional. Prerequisite: A grade of C or better in AGR 214 or MKT 190 or 230.

236 BUSINESS ETHICS, SOCIAL RESPONSIBILITY AND SUSTAINABILITY

3 sem. hrs.

Focuses on business ethics and ethical decision-making, corporate social responsibility, corporate governance, sustainability and risk management issues related to sustainability. Prerequisite: MKT 190 or 230.

245 INTRODUCTION TO MARKETING ANALYTICS

3 sem. hrs.

Introductory data analysis tools and techniques utilized in predictive analytics, with the goal of deriving actionable intelligence from marketing data. Prerequisites: MKT 190 or 230; and MKT 232.

298 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION IN MARKETING

1-6 sem. hrs.

Does not count toward the Marketing Major. CR/NC only. See department chair for information and consent.

310 MARKETING LOGISTICS AND SUPPLYCHAIN MANAGEMENT

3 sem. hrs.

Analysis and development of integrated physical distribution systems: applications of quantitative methods for regarding movement and storage of raw materials and finished goods. Prerequisites: MKT 190 or 230, 231, 232.

311 MARKETING AND SALES FORECASTING

3 sem. hrs.

The role of forecasting in marketing decision making, and the systematic steps involved in conducting a forecasting project. Prerequisites: MKT 190 or 230, 231, 232, or concurrent registration.

324 ADVANCED PROFESSIONAL SELLING AND NEGOTIATIONS

3 sem. hrs.

Course is designed to enhance the student's ability and confidence to effectively negotiate win-win solutions through highly experiential and real world-based projects. Materials charge optional. Prerequisites: MKT 190 or 230 and 234.

325 KEY ACCOUNT AND RELATIONSHIP MANAGEMENT

3 sem. hrs.

The course focuses on major account management, the supply chain; purchasing units; segmentation and targeting organizational markets; team selling and management. Materials charge optional. Prerequisites: MKT 190 or 230, 234.

326 PROFESSIONAL SALES PLANNING AND ANALYSIS

3 sem. hrs.

Course involves analyzing territory market potential, developing call schedules, territory routing routines, and account goals, managing sales budgets, and sales person job shadowing. Materials charge optional. Prerequisite: MKT 234.

329 PURCHASING POLICIES AND PROCEDURES

3 sem. hrs.

Purchase of materials, supplies, and equipment for industry, government, and other institutions. Organization for purchasing, internal requisitioning, and stock control. Significant case analysis is typical. Prerequisite: Grade of C or better in MKT 190 or 230 or graduate standing.

331 DEVELOPMENTS IN IMC STRATEGIES

3 sem. hrs.

Provides in-depth coverage of IMC strategies including mobile, search engine, and digital marketing, product placement, sponsorship and event marketing, etc. Prerequisites: MKT 190 or 230, 231, 232, 233.

332 IMC CREATIVE STRATEGY AND DESIGN

3 sem. hrs.

Provides an overview of the creative strategy development process within an integrated marketing communication (IMC) framework. Includes detailed coverage and application of elements and principles of creative strategy and design. Prerequisites: MKT 190 or 230, 231, 232, 233.

333 INTEGRATED MARKETING COMMUNICATION

3 sem. hrs.

This course is designed to overview and experience the integrated marketing communication (IMC) planning process through a client project. In addition to exploring the IMC or promotional strategy planning process, within a marketing strategy framework in class sessions, students will gain experience in developing an IMC plan based on a thorough market/situation analysis for real clients. Prerequisites: MKT 231, 232, 233 or graduate standing.

334 SALES MANAGEMENT**3 sem. hrs.**

Theory, principles, and practices of sales force administration for manufacturing, wholesaling, and service enterprises. Topics include recruiting, training, compensation, and performance appraisal. Computer simulation gaming is typical. Prerequisite: MKT 234 or graduate standing.

335 RETAILING MANAGEMENT AND PROMOTION**3 sem. hrs.**

Management and operation of retail firms. Emphasis on location analysis, pricing, inventory control, merchandising and promotion. Experiential assignments are typical. Prerequisite: Grade of C or better in MKT 190 or 230 or graduate standing.

338 STRATEGIC MARKETING MANAGEMENT**3 sem. hrs.**

Development, implementation, and control of the marketing plan. Short and long-run perspectives are considered equally important. Includes analysis of actual and hypothetical cases. Computer simulation gaming is typical. Prerequisites: MKT 231 and 232 or graduate standing.

339 SEMINAR IN MARKETING**3 sem. hrs.**

A specialized study of important, narrow areas in the field of marketing for advanced students. Recent topics include direct marketing, logistics/physical distribution, sales/market forecasting, advanced marketing research, advanced professional selling, and services marketing. Computer simulation gaming is typical. Multiple enrollments are allowed if topic and instructor are different (see the following topics) for a maximum of 6 hours. Prerequisite: MKT 231, 232, or consent of the department chair; or graduate standing if noted in topics below.

339A05 SERVICES MARKETING**3 sem. hrs.**

Prerequisite: MKT 231, 232, or consent of the department chair.

339A13 BRAND MANAGEMENT AND ANALYTICS**3 sem. hrs.**

This course will provide students with advanced knowledge and practical skills necessary to make day-to-day and long-term brand-related decisions. Prerequisite: MKT 231, 232, or consent of the department chair.

339A14 SPORT MARKETING**3 sem. hrs.**

Introduction to successful sports business and marketing; use of industry research and examples to cover topics including sports markets, fan development, brand management, media audiences, media rights and revenue, live sports events, sponsorship, merchandise and retail; and introduce students to career paths in the sports industry, as well as tracking events in the industry. Prerequisite: MKT 233, 234, or concurrent registration.

339A15 EMARKETING**3 sem. hrs.**

This course will include a full mix of academic theory as well as software-related eMarketing practitioner training. Prerequisite: MKT 230 or equivalent.

345 ADVANCED MARKETING ANALYTICS**3 sem. hrs.**

Advanced data analysis tools and techniques utilized in marketing analytics, with the goal of forming strong customer relationships. Prerequisites: MKT 190 or 230; MKT 232 and 245.

350 INTERNATIONAL MARKETING**3 sem. hrs.**

Understanding the global marketing environment and developing marketing strategies across national boundaries. The political, economic, and cultural variables which influence such strategies are identified. Recent cross-cultural research and real world cases clarify concepts and their application. Prerequisite: Grade of C or better in MKT 190 or 230.

398A01 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION IN MARKETING**1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be counted toward the Marketing major. See department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework.

398A02 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION IN MARKETING**1-6 sem. hrs.**

Those qualifying for this internship/coop experience will receive CR/NC hours only, none of which can be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisite: Completion of 9 hours of Marketing coursework.

398A03 PROFESSIONAL PRACTICE:INTERNSHIP/COOPERATIVE EDUCATION IN PROFESSIONAL SALES**1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 234.

398A04 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION INTEGRATED MARKETING COMMUNICATION**1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be continued toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 233.

398A05 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION IN ADVANCED MARKETING ANALYTICS**1-6 sem. hrs.**

Those qualifying for this internship/coop experience can receive letter-grade credit, and up to 3 credit hours can possibly be counted toward the Marketing major. Contact the department chair for information and consent. Prerequisites: Completion of 9 hours of Marketing coursework including MKT 245.

BUSINESS EDUCATION (BE) 556**General Information**

The Business Education program focuses on developing business, marketing, and computer educators/trainers through the pursuit of Illinois State University's conceptual framework for teacher education: Realizing the Democratic Ideal. This program prepares graduates for teaching positions and business positions across a broad base of business disciplines.

Students should note that:

1. Majors must meet the academic, admission, and transfer requirements of the College of Business. Non-majors must have the prerequisites, including the specified number of hours, to enroll in Business Education.
2. At least 60 hours of credit toward the bachelor's degree must be taken outside the College of Business and in subject areas other than business.
3. Students shall plan programs in consultation with an advisor.

Business Education Program

Degrees Offered: B.A., B.S., B.S. in Ed.

MAJOR IN BUSINESS EDUCATION

Business Education includes (1) a study of the concepts and properties in modern business environments, including accounting, business law, information processing, educational technologies, quantitative analysis, management, marketing, and finance; (2) the development of cognitive, psychomotor, and affective skills in the content areas listed related to the use of tools, materials, processes, resources, technologies, principles, and products as well as their impact on society; and (3) the professional competencies of planning, implementing, and evaluating instruction and training.

Business Teacher Education Sequence

Degrees offered: B.A., B.S., or B.S. in Ed.

(K-12 Specialist Endorsement)

Students should note that:

1. Majors must earn and maintain a 2.50 GPA for Admission to Professional Studies (see the University-Wide Teacher Education program requirements section of this Undergraduate Catalog for further information). Also, Business Education majors must have a minimum GPA of 2.50 in the major and at ISU in order to be eligible to student teach.
2. For the Business Teacher Education sequence, minimum Pre-Clinical Experiences totaling 100 clock hours shall be completed prior to student teaching. Several BE and COE courses include required clinical hours.
3. The sequence is a performance-based program (PBA). In the PBA system, stu-