MARKETING

College of Business
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Professor
SUBODH BHAT (1993), Professor of Marketing; B.Com. (1980), M.Com. (1983), Bombay; Ph.D. (1992), University of Georgia.

FOO NIN HO (1993), Professor of Marketing; B.S. (1985), College of the Ozarks; M.B.A. (1987), University of Central Arkansas; Ph.D. (1993), University of Mississippi.


SANJIT SENGUPTA (1996), Professor of Marketing; B.T. (1980), Indian Institute of Technology, Kanpur; M.M.S. (1982), University of Bombay, India; Ph.D. (1990), University of California, Berkeley.

JUDI E. STREBEL (2000), Professor of Marketing; B.A., M.S. (1986), University of California, Davis; Ph.D. (1997), University of California, Berkeley.

HUI-MING (DEANNA) WANG (2005), Professor of Marketing; B.S. (1991), National Taiwan University, Taiwan; M.S. (1994), Stanford University; Ph.D. (2003), Purdue University.

Associate Professor

VERONIKA PAPYRINA (2007), Associate Professor of Marketing; B.S. (1994), M.S. (1994), Moscow State University; Ph.D. (2007), University of Western Ontario.

BRUCE ROBERTSON (2001), Associate Professor of Marketing; B.B.A., M.B.A. (1996), University of Toledo; Ph.D. (2000), University of Cincinnati.

IAN SINAPUELAS (2007), Associate Professor of Marketing; B.S. (1995), Ateneo de Manila University, Quezon City, Philippines; M.S. (2001), Purdue University; Ph.D. (2007), Purdue University.

GULNUR TUMBAT (2005), Associate Professor of Marketing; B.S. (1996), M.S. (1999), Middle East Technical University, Turkey; M.B.A. (1999), Bilkent University, Turkey; Ph.D. (2005), University of Utah.

Assistant Professor
SINA DAMANGIR (2014), Assistant Professor of Marketing; B.S. (2006), M.B.A. (2009), Sharif University of Technology; Ph.D. (2014), University of Houston.

NGA HO-DAC (2014), Assistant Professor of Marketing; B.E. (1998), Ho Chi Minh City University of Technology; M.B.A (2001), Asian Institute of Technology; Ph.D. (2012), University of Utah.

MINU KUMAR (2007), Assistant Professor of Marketing; B.S. (1996), Bangalore University, Bangalore, M.B.A (2002), Ph.D. (2008), University of Mississippi.

Lecturer
ROBERT STRONG (1993), Lecturer in Marketing; B.S. (1986), M.B.A. (1990), San Francisco State University.

Major
• Bachelor of Science in Business Administration: Concentration in Marketing (bulletin.sfsu.edu/colleges/business/marketing/bs-business-administration-concentration-marketing)

Minor
• Minor in Marketing (bulletin.sfsu.edu/colleges/business/marketing/minor-marketing)

MKTG 431 Principles of Marketing (Units: 3)
Prerequisite: Restricted to students with upper-division standing.
Introduction to marketing principles and functions designed to satisfy an organization’s target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

MKTG 432 Public Relations (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.
Communication, attitudes, opinion, ethical conduct, and responsible social performance as foundations of effective public relations. Relevant current events and public relations programs. Models for analysis and practice. Philosophical, historical, and environmental influences.

MKTG 433 Personal Selling (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.
Psychological factors underlying prospect behavior from initial recognition of need to final purchase of products and services.

MKTG 434 Advertising Theory and Practice (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.
Economic aspects of advertising; selection of media, testing effectiveness; organization for carrying out advertising activities, principles, and procedures.

MKTG 436 Retail Management (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.
Organization of a single-unit and multi-unit retail institution. Operational problems: location, layout, merchandise handling, customer service, protection, and expense control.
Creation and production of advertising for different clients. Strategy and creative development, with production for a variety of media. Lecture, 2 units; activity, 1 unit. [CSL may be available]

MKTG 441 Business to Business Marketing (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Transaction channels through which goods and services are sold and purchased. Roles of marketing channel members and intermediaries.

MKTG 443 Sales Promotion and Publicity (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Introduction to the theories and practice of sales promotion and publicity. Consumer behavior, foundations of sales promotions, manufacturer and retailer sales promotion planning, types of trade and consumer sales promotions. (Plus-minus letter grade only)

MKTG 469 Digital Marketing (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Overview of digital technologies and networks and their applications for marketing to consumers and businesses. Study of best practices on the use of web, social media and mobile marketing by businesses, government and non-profit organizations. Exploration, analysis and assessment of the effectiveness of digital marketing campaigns.

MKTG 567 Internship in Marketing (Units: 3)
Prerequisites: Restricted to marketing majors; MKTG 431; consent of instructor, department chair, and appropriate employment.

Experience in a business field. Principles, theory, and practice applied to real situations. Major report required. May be repeated for a total of 6 units.

MKTG 632 Marketing Research (Units: 3)
Prerequisites: Restricted to Marketing majors; DS 212, MKTG 431, and ISYS 263. (ISYS 263 may be satisfied by passing the waiver exam in basic computer proficiency and information systems. Students in other majors admitted on a space-available basis.)

Research design and methodology. Analyze, evaluate, and utilize marketing research findings. Use of case method and computer applications to make marketing decisions.

MKTG 633 Consumer Behavior (Units: 3)
Prerequisites: Restricted to Marketing majors; MKTG 431. Students in other majors admitted on a space-available basis.

Behavioral models explore consumer needs and motivation incorporating psychological theory applied to personality traits, learning, perception, symbolism and communications, social influences and understanding consumer behavior.

MKTG 637 Sales Management (Units: 3)
Prerequisites: Restricted to marketing majors and minors; MKTG 431.

Role of sales managers in line and staff planning. Selection, organization, supervision, compensation, and motivation of the sales force. Coordination of sales with other marketing functions. Measuring the sales manager's contribution to profitable operations.
MKTG 699 Independent Study (Units: 1-3)
Prerequisite: Consent of instructor, adviser, and department chair.
Intensive problem analysis under the direction of a marketing faculty member. Open only to upper division students who have demonstrated ability to do independent work. [CSL may be available]

MKTG 820 Digital Marketing (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
The use of digital marketing tools and techniques such as websites, online advertising, search engine marketing, social media, mobile marketing, content marketing, and email marketing to acquire, convert, retain, and grow customers. The marketing approach in the course is data-driven. (Plus-minus letter grade only)

MKTG 860 Strategic Marketing (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Survey of marketing strategy focusing on the development of marketing plans for product markets, including analyses of external, competitive, customer and internal environments, target market selection, statement of differentiation and positioning, product, pricing, communication and promotion. (Plus-minus letter grade)

MKTG 861 Consumer Behavior Seminar (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Psychology and social sciences' contribution to understanding and predicting consumer behavior. Theories of motivation, clinical and statistical approaches to the analysis of motivation, systems and models in predicting consumer response, and applications in advertising and personal selling. (Plus-minus letter grade only)

MKTG 862 Seminar in Advertising (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Influence and communication forces of advertising in light of changing economic, social and governmental conditions; quantitative aspects of advertising problems. (Plus-minus letter grade)

MKTG 864 Seminar in Marketing Research (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Review basic research process and design; introduction to advanced topics in marketing research including multivariate analysis techniques. Emphasis on application; extensive use of computer spreadsheet and statistical packages. (Plus-minus letter grade only)

MKTG 867 Public Relations (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Management function that enables organizations to communicate with internal and external audiences to build and maintain mutually beneficial relations; ethical and legal issues in public and media relations. (Plus-minus letter grade only)

MKTG 875 Brand Management (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Concepts, principles, theories and strategies used to manage brands in a competitive environment. (Plus-minus letter grade only)

MKTG 880 Seminar in International Marketing Management (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
International market entry and expansion, organizing for world marketing management, financial and legal factors affecting world marketing management, world marketing strategy, and long-range planning and policy formulation. (Plus-minus letter grade only)

MKTG 885 Marketing of High-Technology Products and Services (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
High-tech products and services are characterized by high levels of market, technology and competitor uncertainty. For such turbulent environments, this course will synthesize decision frameworks and strategies that reflect best-practices in the area of high-technology marketing. (Plus-minus letter grade only)

MKTG 886 Seminar in Marketing Analytics (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Review of quantitative techniques to address strategic problems in marketing such as pricing, advertising, consumer choice modeling, customer relationship management, and assessing the effectiveness of marketing activities. Quantitative techniques covered include spreadsheet modeling, data visualization, optimization, multiple linear regression, and logistic regression. (Plus-minus letter grade only)

MKTG 888 Product Development and Management (Units: 3)
Prerequisites: Restricted to graduate Business students; BUS 787. Graduate students in other majors admitted with the consent of the Faculty Director of Graduate Programs.
Identifies innovative marketing strategies, familiarizes students with product development and management processes for creating new products and bringing them to the market. Professional marketing plans for new or existing products. (Plus-minus letter grade only)
MKTG 999 Independent Study (Units: 1-3)
Prerequisite: Consent of instructor, adviser, and department chair.
Intensive study of a particular problem under the direction of a marketing faculty member. Open only to graduate students of demonstrated ability to do independent work. (Plus-minus letter grade only) [CSL may be available]

MKTG 9005 Market Research Basics (Units: 1.2)
This course covers the basics of market research: what it is, why it’s important, and how to conduct competitor, customer, and market trend research and analysis. The course uses a combination of lecture-discussion and case studies, and presents students with real-world examples to help develop a practical understanding of market research. Both primary research (e.g., survey research, interviews, and focus groups) and secondary research (e.g., Internet research) methods are covered. Students learn how to synthesize data from various types of research, and how to use this information to shape successful marketing and business strategies.

MKTG 9601 Essentials of Integrated Marketing (Units: 1.2)
Customers are the lifeblood of every thriving business or organization, and a targeted marketing strategy is essential for winning in today’s marketplace. But how do you develop a strategy? And how do you turn your strategy into highly effective marketing vehicles? This entry level course introduces four marketing best-practices that are key to winning customers in the 21st century. Designed for those who want to launch a marketing career or advance their marketing skills, Essentials of Integrated Marketing offers a prescriptive approach to clearly and crisply identify target audiences, craft a product positioning statement that differentiates you from the competition, draft a story that will engage prospects, and figure out the optimum mix of marketing vehicles from which to tell your story. Students will work in teams to complete exercises and a case study.
Required Reading: The Marketing High Ground, by J. Michael (Mike) Gospe, Jr. (available on Amazon.com)
For students wishing more advanced reference materials, two books which supplement the course discussion and exercises are recommended.
Recommended Reading: Marketing Campaign Development, by Mike Gospe (available on Amazon.com), Positioning: The Battle for Your Mind, by Jack Trout and Al Ries (available on Amazon.com).

MKTG 9617 Brand Strategies (Units: 1.2)
Building brands is an essential part of marketing any product or service. This class will define what we mean by "brand", describe the branding process with special emphasis on the customer’s role in the branding process, introduce brand and product positioning, look at the elements of a brand’s identity (personality, name, visual identity), and identify key messages that accurately communicate the essence of a brand. The class will put this learning into practice by developing a brand for a selection of products.
Required Text: A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century, Bedbury, Scott, Penguin/Viking, 2002 (approx. $20 from Amazon.com). Students should purchase textbook before the first class meeting.
Recommended Text: Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, Clarity, David A. Aaker, Free Press, 2004 (approx. $20 from Amazon.com).

MKTG 9624 Maximizing Search Engine Marketing (Units: 1.2)
Search Engine Marketing, including SEO (Search Engine Optimization) and PPC (Pay Per Click), is fast becoming the favored marketing medium of our time. In this course, you’ll learn how to optimize your website for best search engine rankings. This is a crucial component of your Internet Marketing strategy because, without it, your site will be almost impossible to find online. We’ll also take a look at paid search advertising on Google, Yahoo! and MSN, and explore how to maximize your pay per click budget for the best return on your investment.

MKTG 9626 Putting It All Together: Integrated Marketing Campaigns (Units: 1.2)
(For Certificate students only; offered only in Fall and Spring semesters.) What’s the point of a catchy tagline if it doesn’t strengthen your brand? Why invest in PR if it doesn’t increase awareness? Why go to tradeshows if they don’t produce leads? Independently, these tactics do little to drive revenue. However, as part of an integrated marketing campaign, they can mean the difference between success and failure. As the culminating course in the program, this class will put it all together by defining the elements of an effective integrated marketing campaign, including target audience, messaging, marketing mix and measurement (which include elements learned in the previous five classes). Students should come prepared with a real-life project to use in the working sessions where they will apply the concepts learned in class.

MKTG 9629 PR Strategies for the Social Media Age (Units: 1.2)
Public relations has always been a critical part of an integrated marketing strategy, but in today’s age of social media, PR takes on a new, expanded role. With the decline of traditional print media and rise of new online marketing and promotion vehicles, it’s important to understand how to develop and implement an effective 21st century public relations strategy. This course will introduce the basic principles of public relations, with a focus on how to drive successful PR efforts through vehicles such as blogs, forums, and online communities, as well as traditional media. Students will have the opportunity to get practical experience in influencing key audiences and stakeholders through case studies and a real-life project.