

# The Marketing Concentration

## THE MARKETING FACULTY

**Dr. Eugene Song Kim**, Assistant Professor: Ph.D. in Marketing, University of Hawaii, Manoa. Primary teaching areas — Consumer Behavior, Services Marketing  
Office PH418 Phone: 650-2548 e-mail: [eugene.kim@wwu.edu](mailto:eugene.kim@wwu.edu)

**Dr. Sandra Mottner**, Assistant Professor: Ph.D. in Marketing, Old Dominion University, Primary teaching areas — Marketing Strategy, Retail Management, Non-Profit Marketing Office PH403 Phone: 650-2403 e-mail: [sandra.mottner@wwu.edu](mailto:sandra.mottner@wwu.edu)

**Dr. T. J. Olney**, Associate Professor: Ph.D. in Marketing, Columbia University. Primary teaching areas — Marketing Research, Sales Management, E-Commerce  
Office: PH431 Phone: 650-4818 e-mail: [tj.olney@wwu.edu](mailto:tj.olney@wwu.edu)

**Dr. Farrokh Safavi**, Professor: DBA, University of Southern California. Primary teaching areas — International Marketing, Marketing Management and Strategy.  
Office: PH423 Phone: 650-4822 e-mail: [farrokh.safavi@wwu.edu](mailto:farrokh.safavi@wwu.edu)

**Dr. Wendy Bryce Wilhelm**, Associate Professor: Ph.D. in Marketing, University of Washington. Primary teaching areas — Promotion Management, Marketing Research  
Office: PH327 Phone: 650-4816 e-mail: [wendy.bryce@wwu.edu](mailto:wendy.bryce@wwu.edu)

**Dr. Terrell Williams**, Professor: Ph.D. in Marketing, University of Arizona. Primary teaching areas — Consumer Behavior, Marketing Strategy, Strategic Management  
Office: PH417 Phone: 650-4896 e-mail: [terrell.williams@wwu.edu](mailto:terrell.williams@wwu.edu)

## MARKETING COURSES

**MKTG 380: Principles of Marketing** — This course provides you with an understanding of what goes on in marketing management and prepares you to understand marketing as it relates to other business functions and to take the specialty marketing courses offered to students admitted to the major. Topics include consumer behavior, marketing research and information systems, product management, pricing, distribution system design and management, promotional activities, and marketing strategy.

**MKTG 381: Marketing Research** — This course is designed to introduce you to the fundamentals of marketing research and the ways in which firms use research data in their marketing planning and decisions.

**MKTG 382: Buyer Behavior and Analysis** — This course focuses on the nature of and reasons for the behaviors and decisions of buyers. The course draws heavily from the behavioral sciences to present and explore models and theories of buying behavior. The use of consumer research data to support marketing decision is emphasized.

**MKTG 480: Marketing Practicum** — It is important to have practical experience to supplement your academic work. This course provides the opportunity to receive credit for guided experience in your field as you seek out and work with an employer.

**MKTG 481: Advanced Marketing Research and Analysis** — This course is concerned with theoretical and applied marketing research. Topics covered include advanced research design, data collection, and statistical analysis in a real-world project setting.

**MKTG 482: Personal Selling and Sales Management** — Personal selling skills are developed and you will learn how to manage a sales force from recruiting and selection through sales force training, motivation and compensation and deployment to managerial control.

**MKTG 483: Promotion Management** — Here you will learn about the management of advertising and sales promotion. Topics are positioning, advertising creative management, media placement, promotion research, advertising agency relations, and sales promotion strategy and management.

**MKTG 484: Retailing Management** — The final link in the marketing channel is the retailer. You will learn about many types of retailers and how they operate. The newest management philosophies and techniques for efficient delivery of products and services to final consumers are explored.

**MKTG 486: International Marketing** — Today's business community is the world. Thus we must consider not only marketing at home but between and within the many countries of the world as well. The course helps you to form an understanding of the international marketing environment and to develop appropriate strategies in a variety of international settings.

**MKTG 488: Topics in Marketing** — Various marketing topics are covered from year to year. At present, we are offering Sports Marketing, Direct Marketing, and Non-Profit Marketing.

**MKTG 489: Marketing Management** — This capstone course in marketing strategy and management seeks to bring the concepts and topics of all marketing courses together. The course is conducted in a marketing planning, problem solving, and decision making format to allow you to deal with real-world marketing problems by effectively applying the management principles you have learned and the judgment you have developed during your college career.

## THE MARKETING CONCENTRATION

In your junior year, immediately after you complete MKT 380, Principles of Marketing, enroll in the two required marketing specialty courses (These courses should be taken as early as possible, and they may be taken concurrently):

## **MKTG 381 Marketing Research**

## **MKTG 382 Buyer Behavior and Analysis**

After you complete these foundation courses, you will begin the advanced courses in the marketing concentration. These courses should be spread out through you junior and senior years.

Complete at least two of the following courses:

**MKTG 480 Marketing Practicum**

**MKTG 481 Advanced Marketing Research**

**MKTG 482 Personal Selling and Sales Management**

**MKTG 483 Advertising and Promotion Management**

**MKTG 484 Retail Management**

**MKTG 486 International Marketing Management**

**MKTG 488 Marketing Topics**

**AND**

Two additional courses under advisement – choose from the above marketing classes, Management 312 (Behavioral Processes for Management), or other courses of interest to you. The marketing faculty strongly recommends that you select your courses under advisement from marketing course offerings, but if you have particular interests, you may want to consider non-marketing courses. We have listed a number of suggested courses that you might take.

**AND**

**MKTG 489 Marketing Management** (Take this course after you have completed all of your other marketing courses – you must have completed MKTG 381 and MKTG 382 and two 400 level Marketing courses before enrolling in MKTG 489).

### **PROFESSIONAL OPPORTUNITIES IN MARKETING**

Almost all businesses and organizations, profit and non-profit alike, need marketing to vend their products and advance their organizational goals. The following are among the many possibilities that await you in a marketing career.

**Product and Brand Management** – The brand manager or product manager is the marketing strategist who is typically viewed as a middle-level manager acting like the chief marketing executive of what amounts to a small business within a larger business. Philip Morris has a brand manager for Miller Beer and another for Miller Lite. Procter & Gamble and General Foods have separate brand managers for each of their many products including, Tide, Cheer, Ivory Snow, Folger's Coffee (P&G), Jello, and Sanka Coffee (GF). The brand manager orchestrates the activities of marketing research, packaging design, production scheduling, distribution, sales, and advertising. Assisting the brand manager may be an assistant brand manager or brand assistant who is often a new graduate from a marketing or MBA program. To work within a brand management group, a manager needs a sound knowledge of marketing management and strategy and good human relations skills.

**Retail Management** – A retailing career offers many opportunities. A hard-working college graduate willing to put in the necessary time and effort is virtually guaranteed advancement into such management positions as buyer, department manager, branch manager, merchandise manager, and store manager. Retailing is a rapidly changing activity that has tripled in size since 1950. Competition has become increasingly intense in virtually all areas of retailing as customers have become more demanding and knowledgeable and competition comes from many innovative directions. The marketer's task of analyzing and filling customer needs is necessary for survival in the dynamic retailing environment. A Career in retailing typically involves sales training and personal contact with customers in the beginning. Retailing has traditionally had a reputation for low wages, but don't let that deter you from a retailing career. Although salaries of management trainees may be less than those found in industrial sales, the salaries and bonuses of store managers are typically very high. One reason for this is that people tend to love retailing or hate it. You "pay your dues" in the beginning, but those who like the work and stick it out becoming more skillful are rewarded with rapid and substantial pay increases. Increasingly, large retailers are developing "fast track" programs, with attractive starting salaries, for well-prepared college graduates. The men and women who land these positions are rapidly moved through a variety of store positions to manage stores within a very short time. A new dimension of marketing and retailing has dawned with the Internet Age. Many opportunities will be developing in designing and implementing retailing and customer service operations on the WEB.

**Advertising** – Advertising is often seen as the glamour job of marketing, but the work is hard, and starting salaries tend to be as low as or lower than retailing. Entry level positions often involve rather mundane tasks in media buying in an advertising agency. but, like retailing, if you are competent and persistent, the rewards of an advertising career can be great, both in terms of money and excitement. Many of the jobs in advertising belong to the creatives— illustrators and copy writers, but there are opportunities in companies that advertise, advertising media, and advertising agencies. These positions will involve working with clients on advertising problems, selling advertising space and time, working on the advertising goals and strategies in business firms, government agencies, and non-profit institutions, interfacing with creative people in advertising agencies, account management, consumer and media research, media selection and buying, and advertising department or agency management. Many advertising agencies offer internship opportunities for students who are interested in learning the business and making contacts in the industry.

**Public Relations** – Graduates who take positions in public relations are likely to have training in journalism and public relations along with marketing. Business training is important because public relations serves as the link between an organization and its many publics including consumers, government officials and agencies, employees, stockholders, suppliers, financial analysts, newspeople, critics, and the public at large. There are public relations jobs in business, government, and non-profit organizations as well as in advertising agencies and agencies that specialize in public relations activities for their clients.

**Personal Selling** – In many companies personal selling is a very important marketing function. All sorts of products from the highly complex and technical to everyday consumer goods are sold to consumers, business firms, institutions, and governments around the world. Many sales positions offer attractive advantages for the motivated professional including opportunities for travel, flexibility in setting working hours, and the freedom to manage a territory much as an entrepreneur manages a company. To succeed in selling you will need good communication skills, enthusiasm, persistence, and the ability to effectively interact with a wide variety of people. You will generally need good analytical and mathematical skills as well. Sales opportunities are everywhere, from the local retail store to the largest manufacturer. In many instances, salespeople become independent agents operating their own companies and representing a number of clients, selling to customers in limited geographical areas or throughout the world. Many entry level jobs in marketing involve personal selling. You will learn about a company and its products while you advance to sales management or other marketing positions. While some salespeople may receive only a few dollars an hour, most are well paid and often represent the highest paid people in organizations. It is not uncommon for real estate, financial services, or industrial and technical sales people to earn annual incomes well into six figures or even more.

**Sales Management** – Advancement to sales management places a great deal of responsibility on you as you select, motivate, and direct others to reach their potential and to fulfill organizational goals. Sales managers perform functions that are numerous and far reaching. Sales management is one of the most responsible and challenging jobs in the whole company because the sales manager is held accountable for sales achievements in a territory, a region, the nation, or perhaps the world. The sales manager's task combines supervision and selling with the selling concentrated on large, key accounts. The sales manager must be a teacher and motivator, an accountant, and a demand analyst. Successful sales managers may be promoted to the highest levels of marketing and company management.

**Distribution/Traffic Manager** – If you enter distribution management, you will be in a dynamic field that includes distribution operations, traffic and transportation, order administration, warehouse operations, materials management, purchasing, and inventory control. In distribution operations, you are responsible for supervising and coordinating virtually all of the distribution activities of your organization and for staying on top of any regulatory changes that might affect the distribution network or its constituents. As a traffic and transportation specialist you analyze available transportation options for the receipt of your materials and shipments to your customers. If you work in order administration, you deal with customers, process incoming orders, and coordinate delivery with your warehouse and your traffic and transportation specialists. Warehouse operations cover a variety of functions that relate to receiving, storing, and shipping raw materials and finished products. In this role, you supervise the management of storage facilities for your organization, keeping products and materials secure and accessible. Purchasing involves the acquisition of the many items that are necessary to keep an organization running effectively. Materials management involves responsibility for movement of products and parts into or out of warehouses, generally using sophisticated automated systems. If you hold a position in inventory control, you will help your organization maintain appropriate levels of products to meet projected demands while, at the same time, minimizing unnecessary investment to maximize return on invested capital. As in other marketing areas, there are opportunities to operate your own distribution consulting firm if you have strong expertise in some area of distribution or logistics.

**Direct Marketing** – An increasing number of firms are using direct response techniques to reach their target markets making this a dynamic and growing field of employment opportunities. Direct response marketing includes direct mail, telemarketing, and direct television selling. Many firms are developing computerized direct ordering systems for retail and industrial customers. Here again, new technology has created new opportunities in E-Commerce.

**Marketing Research** – Marketing researchers provide information to marketing managers. Marketing researchers provide forecasts and counseling based on information gathered by consumer surveys, analyses of sales trends, test markets, and other marketplace feedback. Marketing research is a growing field because increased costs and risks of marketing activities. There are many large and small firms that specialize in doing marketing research for clients. There are opportunities to work for these firms or even to form your own company specializing in some sort of market research. Larger manufacturing and retail firms, newspapers, TV stations, and advertising agencies often have their own in-house marketing research departments to carry on continuous and frequent market research projects. Many marketing research tasks deal with statistical designs and computer models, but much of the job includes dealing with clients or in-house users, describing alternative ways of gathering and interpreting information. The special focus of marketing research is on problem solving, so the field is particularly rewarding for individuals who are inquisitive, analytical, and enjoy finding practical solutions to problems.

**International Marketing** – In today's world there are many marketing opportunities in companies with global markets. An interest in doing business in other countries and a flair for language would suggest the possibility of a career in international trade.

## THE MARKETING CONCENTRATION AND CAREER PATHS:

A number of specialty courses are offered in marketing that may help you launch your marketing career. The courses you select will depend on your personal interests and your career goals. The following may be helpful to as you decide on what elective courses to take in your marketing major:

### ELECTIVE MARKETING COURSES THAT MAY BE APPROPRIATE

CAREER PATH	MKTG 480 Marketing Practicum	MKTG 481 Marketing Research	MKTG 482 Sales Management	MKTG 483 Promotion Management	MKTG 484 Retailing Management	MKTG 486 International Marketing	MKTG 488 E-Commerce	MKTG 488 Sports Marketing	MKTG 488 Non-Profit Marketing
Advertising	X	X				X	X	X	X
Public Relations	X	X		X	X	X	X	X	X
Sales/Sales management	X	X	X	X	X	X		X	X
Retailing	X	X	X	X	X	X	X	X	X
Distribution Management	X	X	X	X	X		X	X	X
Product Management	X	X	X	X		X		X	
Direct Marketing	X	X	X	X	X		X	X	X
International Marketing	X	X	X	X	X	X	X		X
Marketing Research	X	X		X		X	X	X	X

There are a number of courses across the Business College and the campus that may be beneficial to your study for each career field. Two courses may be taken under advisement. These can be selected from marketing courses or from courses outside the major and the college including the following:

#### Advertising

ANTH 480 Applied Anthropology  
ANTH 482 Psychological Anthropology  
ART 350 Computer Graphics  
ART 352 Illustration  
ART 371 Graphic Design II

COMM 318 Professional Communication  
COMM 398 Research Methods in Communication  
COMM 420 Theories of Human Communication  
COMM 435 Principles of Persuasion  
PSY 310 Sensation and Perception

PSY 312 Thinking and Imagination  
PSY 321 Learning  
PSY 322 Motivation  
PSY 350 Personality

#### Public Relations

ART 352 Illustration  
ART 354 Digital Imaging  
ART 371 Graphic Design II  
ART 374 Publication Design  
COMM 318 Professional Communication  
COMM 398 Research Methods in Communication  
COMM 420 Advanced Communication Theory

COMM 435 Principles of Persuasion  
ENG 302 Technical Writing  
ENG 354 Introduction to Creative Non-Fiction Writing  
ENG 402 Advanced Technical and Professional Writing  
JOUR 309 Editing  
JOUR 330 Principles of Public Relations

JOUR 340 History of Mass Media  
JOUR 350 Mass Media Law  
JOUR 351 Press Ethics  
JOUR 370 Online Journalism  
JOUR 440 Public Relations Research and Campaigns

#### Sales Management

COMM 398 Research Methods in Communication  
COMM 420 Advanced Communication Theory  
COMM 427 Issues of Interpersonal Communication  
COMM 435 Principles of Persuasion  
DSCI 405 Simulation Models for Decision Making  
ECON 470 Economic Fluctuations and Forecasting

FIN 345 Real Estate  
FIN 346 Risk and Insurance  
MGMT 322 Human Resource Management  
MGMT 423 Staffing

MGMT 401 Managing Organizational Complexity  
MGMT 424 Training and Development  
MGMT 427 Compensation Administration  
SOC 332 The Sociology of Human Relationships  
SOC 340 Sociology of Organizations

## Retailing

COMM 420 Theories of Human Communication  
COMM 435 Advanced Communication Theory  
DSCI 405 Simulation Models for Decision Making  
MGMT 322 Human Resource Management  
OPS 367 Management of Service Operations

OPS 466 Supply Chain Management  
MGMT 401 Managing Organizational Complexity  
MGMT 423 Staffing  
MGMT 424 Training and Development

MGMT 427 Compensation Administration  
MIS 314 Fundamentals of Web Site Development  
MIS 324 Intermediate Web Site Development  
MIS 424 E-Commerce Systems

## Distribution Management

DSCI 405 Simulation Models for Decision Making  
MIS 421 Business Database Development  
MIS 314 Fundamentals of Web Site Development

MIS 321 Systems Analysis and Design  
MIS 322 Business Applications Development  
MIS 324 Intermediate Web Site Development

MIS 421 Business Database Development  
MIS 422 Management Support Systems  
OPS 466 Supply Chain Management

## Product Management

ANTH 482 Psychological Anthropology  
COMM 318 Professional Communication  
COMM 420 Theories of Human Communication  
COMM 427 Issues of Interpersonal Communication

COMM 435 Principles of Persuasion  
DSCI 405 Simulation Models for Decision Making  
PSY 310 Sensation and Perception  
PSY 312 Thinking and Imagination

PSY 321 Learning  
PSY 322 Motivation  
PSY 350 Personality  
SOC 332 The Sociology of Human Relationships

## International Marketing

ANTH 348 Anthropological Linguistics  
ANTH 361 Native Peoples of North America  
ANTH 362 Peoples of Asia  
ANTH 364 Peoples of the Pacific  
ANTH 365 Peoples of Latin America  
ANTH 460 Culture and Society of Japan  
ANTH 463 Peoples of South and Southeast Asia  
ANTH 464 Peoples of East Asia  
ANTH 465 Peoples of Mexico and Central America

ANTH 475 International Migration  
ANTH 482 Psychological Anthropology  
ECON 364 Canadian Economic History  
ECON 365 The Canadian Economic Policy  
ECON 385 Comparative Economic Systems  
ECON 389 Economies of the Pacific Rim  
ECON 462 International Trade  
ECON 463 International Finance  
MGMT 370 Introduction to International Business

MGMT 470 International Business  
MGMT 473 International Trade Operations  
MGMT 474 Topics in International Business  
MGMT 481 Managing Cultural Diversity  
SOC 321 Demography  
SOC 362 Political Sociology  
Any upper division foreign language course

## Direct Marketing

DSCI 405 Simulation Models for Decision Making  
MIS 314 Fundamentals of Web Site Development  
MIS 324 Intermediate Web Site Development  
MIS 421 Business Database Development  
MIS 424 E-Commerce Systems Management  
MIS 431 Advanced Business Database Systems  
PSY 310 Sensation and Perception  
PSY 312 Thinking and Imagination

PSY 321 Learning  
PSY 322 Motivation  
PSY 350 Personality  
SOC 320 Computer Applications for Social Science  
SOC 321 Introduction to Demography  
SOC 326 Family and Household Demography  
SOC 364 Social Stratification

SOC 421 Demographic Analysis  
ART 370 Introduction to Computer Graphics  
ART 371 Graphic Design  
ART 374 Publication Design  
ENG 354 Introduction to the Writing of Non-Fiction  
CS 302 Advanced Internet Resources  
CS 430 Database Theory

## Marketing Research

CS 430 Database Theory  
CS 439 Computer Modeling and Simulation  
DSCI 405 Simulation Models for Decision Making  
PSY 302 Research Methods: Correlation  
PSY 303 Research Methods: Experimental Approaches  
PSY 305 Psychological Tests and Measurement

PSY 310 Sensation and Perception  
PSY 312 Thinking and Imagination  
PSY 321 Learning  
PSY 322 Motivation  
PSY 350 Personality  
SOC 320 Computer Applications for Social Science

SOC 321 Demography  
SOC 326 Family and Household Demography  
SOC 364 Social Stratification  
SOC 421 Demographic Analysis

Many of these courses have prerequisites and may require approval from the offering departments.

