

k-state

study guide

kansas state university

Marketing

What do Hallmark Cards, ConocoPhillips, New England Financial, Sherwin-Williams, and Wal-Mart have in common? They all try to sell services and products to you, the consumer, through marketing. Marketing is the exchange that takes place between consumers and sellers to satisfy individual and organizational goals. Successful marketing is customer driven. It addresses customer needs and desires, then seeks to satisfy consumers with quality goods and services. It involves having the right product, at the right price, at the right place, and at the right time.

Successful marketing is a major reason why Wolseley can make a profit, and it is also the reason Hormel Foods Corporation is a "superstar company" instead of just another food distribution firm. Companies must now globally monitor changes in customers and competition, while evaluating emerging legal, technological, social, and economic opportunities. Marketing is at the core of overall strategy for manufacturers, service companies, sports marketing, retailers, and nonprofit institutions. It is the main source of information about markets and customers and helps a company attain a global competitive advantage.

The Department of Marketing prepares students who want to develop careers in marketing or simply wish to increase their knowledge of this dynamic discipline.

Our highly qualified faculty members are dedicated to providing an outstanding educational experience for students. The talented marketing faculty have either won or have been nominated for many outstanding teaching awards.

A degree in marketing gives your career a potential for growth not found in many other areas. Versatile marketing graduates qualify as candidates for general management programs in a variety of business segments.

K-State marketing graduates have a strong placement record. The Department of Marketing Advisory Council is made up of 30 major firms that provide student employment and paid summer internships. Recent graduates have been employed in various locations and marketing positions with starting annual salaries ranging from \$28,000 to \$50,000.

Career fields

The marketing curriculum provides a strong background for a variety of challenging careers. We maintain close relationships with firms from many industries. Some potential areas include:

Professional selling and sales management

Most sales positions involve transactions where professional salespeople call on purchasing managers employed by manufacturers, wholesalers, retailers, government, and other institutions. Many companies pay bonuses for successful selling.

Advertising

There are four major types of advertising jobs: client planning and coordination, creative development and execution of individual advertisements by writers and artists, media selection, and research to supply the data to carry out functions in the other areas. Most jobs in advertising can be filled by marketing majors.

Research

Marketing research is increasingly demanded by companies today. Various areas of marketing research include: market analysis, site location, consumer research, advertising research, operations research, and sales analysis and forecasting for industrial firms.

Retailing

Retailing is a dynamic field offering a variety of positions in retail management, including sales representatives, buyers, and store managers. The number and diversity of retail establishments allow many opportunities for entry into an exciting career. Customer relations is also growing as a career option in retailing.

Brand management

Product or brand managers serve as marketing specialists for one or more brands or groups of products. Careful planning of all activities influences the success of a brand. These include advertising, sales promotion, packaging, new product development, pricing, and distribution.

Distribution

Jobs in physical distribution emphasize details and daily operations more than other areas in marketing. Traffic managers in physical distribution ensure that the right products are at the right place at the right time while maintaining control over costs. This means balancing costs and goals in such areas as warehousing, transportation, inventory management, and customer service.

Requirements

Business Administration

Pre-Professions

Students entering college for the first time enroll in the Business Administration Pre-Professions Program. Students with previous academic work (either at K-State or elsewhere) requesting transfer to the College of Business Administration must have a 2.0 or higher GPA to enroll in the BAPP curriculum.

The BAPP is a nondegree program requiring that students take 63 credit hours with a GPA of 2.50 on all work completed. BAPP courses are basic foundation and prerequisite courses for junior-year work.

Students with 45 to 75 credit hours who meet the grade point requirements will be admitted into a degree track.

Hrs. Course

6	Expository Writing I and II
2	Public Speaking IA
6	Communications electives
3	College Algebra
3	General Calculus and Linear Algebra
3	Business and Economics Statistics I
1	Introduction to Information Technology
1	Introduction to Microcomputer Spreadsheet Applications
1	Introduction to Microcomputer Database Applications
3	Information Technology for Business
9	Social science electives
6	Humanities electives
7	Natural science electives with lab
6	Principles of Macroeconomics and Principles of Microeconomics
3	Accounting for Business Operations
3	Accounting for Investing and Financing
0	Business Orientation

63

Marketing major Business and business related

I. Marketing

Hrs. Courses

3	MKTG 400	Marketing
3	MKTG 450	Consumer Behavior
3	MKTG 542	Professional Selling and Sales Management
3	MKTG 544	International Marketing
3	MKTG 642	Marketing Research
3	MKTG 690	Marketing Management

Plus 9 credit hours from:

3	MKTG 541	Retailing
3	MKTG 543	Integrated Marketing Communications
3	MKTG 545	Marketing Channels
3	MKTG 546	Services Marketing
3	MKTG 547	International Business
3	MKTG 550	Business Marketing
3	MKTG 630	Sports Marketing
3	MKTG 635	Electronic Marketing

II. Business

3	FINAN 450	Principles of Finance
3	MANGT 420	Management Concepts
3	MANGT 421	Introduction to Operations Management
3	MANGT 595	Business Strategy
3	MANGT 596	Business Government Society
3	STAT 351	Business and Economic Statistics II
9		Restricted electives

III. Economics electives

6		Economics electives
3	ECON 507	The Japanese Economy
3	ECON 510	Intermediate Macroeconomics
3	ECON 520	Intermediate Microeconomics
3	ECON 521	Intermediate Microeconomics Theory
3	ECON 523	Human Resource Economics
3	ECON 527	Environmental Economics
3	ECON 530	Money and Banking
3	ECON 536	Comparative Economics
3	ECON 540	Managerial Economics
3	ECON 555	Urban and Regional Economics
3	ECON 620	Labor Economics
3	ECON 630	Introduction to Econometrics
3	ECON 631	Principles of Transportation
3	ECON 633	Public Finance
3	ECON 640	Industrial Organization and Public Policy
3	ECON 681	International Economics
3	ECON 682	Economics of Underdeveloped Countries
3	ECON 690	Monetary, Credit, and Fiscal Policies

IV. Unrestricted electives

3		Unrestricted electives
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For more information about marketing, contact:

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For more information about Kansas State University, contact:

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