

UNDERGRADUATE PROGRAM

Marketing Option

ADDING/CHANGING OPTIONS

Business majors interested in pursuing an option may select one option at the time of application to the Foster School. Business majors who have earned less than 135 credits may switch from one option to another by meeting with an adviser.

Business majors who have earned more than 135 credits and who wish to switch options or add a second option must meet with an adviser by appointment to create a graduation plan. Approval will be based on a variety of factors, including the total number of credits at graduation and the impact on the graduation date.

An option must be formally declared for it to be noted on the transcript at the time of completion of the Business Administration degree.

Business majors may declare an option as soon as the lower division core are completed (ACCTG 215 and 225, MGMT 200 and QMETH 201).

Business majors may not change options during the first two weeks of Registration Period I.

COURSE REGISTRATION

During registration period I, students who have been admitted to the Marketing Option will have priority when registering for MKTG courses.

During registration period II, students in the Marketing Option will have the same priority as all other business students.

An estimated one-quarter of the workforce is employed in marketing, making the general field of marketing one of the largest areas of employment opportunity in business today. Students completing the Marketing Option have the essential knowledge for a variety of positions in areas related to the movement of goods and services from producer to consumer, such as:

- advertising
- consumer behavior
- marketing management
- product development
- retailing
- sales management

The field integrates the understanding of economics, sociology, psychology, and statistics to develop marketing systems and processes, and applies this knowledge to specific marketing management problems.

BUSINESS CORE COURSE

All Foster students must complete the course noted below. It lays the groundwork for the other classes to be taken to earn the option and is a prerequisite for all Marketing electives.

MKTG 301 Marketing Concepts (4) Tools, factors, and concepts used by management in planning, establishing policies, and solving marketing problems. Marketing concepts, consumer demand and behavior, location analysis, marketing, functions, institutions, channels, prices, and public policy. Prerequisite: ECON 200.

REQUIRED MARKETING COURSES

A Marketing Option student must take the following courses.

- Consumer Behavior (MKTG 450);
- Marketing Research (MKTG 460); and
- 3 additional Marketing electives (MKTG 490, 495 and 499 do not count toward option requirements)

We recommend that students take MKTG 450 and MKTG 460 before they take the other electives.

MKTG 335 Principles of Selling (4) Focuses on selling from salesperson's perspective, role of persuasion in professional selling and other organizational settings. In addition to coursework in such areas as consumer behavior, negotiation, and communication, students practice sales skills in role plays, presentations, and other exercises requiring practical application of selling theory. Prerequisite: MKTG 301.

MKTG 340 Advertising (4) Management of the advertising function and its integration with other forms of promotion. Planning the program, determining the most effective approach, evaluation of media and budget, advertising research, advertising institutions, economic and social aspects. Prerequisite: MKTG 301; may not be repeated.

THE MARKETING OPTION STUDENT ORGANIZATIONS

American Marketing Association (AMA)

amaclub@u.washington.edu
students.washington.edu/amaclub

University Sales Club (USC)

students.washington.edu/uscl

Retail Management Program Student Association

retail@u.washington.edu

TRANSCRIPT NOTATION

The notation "Marketing" is put on the academic record (transcript) when the student has earned the Bachelor of Arts in Business Administration degree and has completed the required upper division marketing courses with a minimum cumulative GPA of 2.5.

ACADEMIC STANDING

Students in the Marketing Option will be placed on academic probation at the end of any quarter in which the cumulative GPA in required upper-division marketing courses falls below the 2.5 minimum.

CAREERS

UW Career Center
134 Mary Gates Hall
206.543.0535
depts.washington.edu/careers

Also, the Occupational Outlook Handbook offers recent information for students interested in researching careers. www.bls.gov/oco

CONTACT INFORMATION

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Seattle WA 98195-3200

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206.685.3400
bizinfo@u.washington.edu
foster.washington.edu/undergrad/

Department of Marketing &
International Business
270 Mackenzie Hall
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MKTG 370 Retailing (4) Profit planning and business control; buying, stock control, pricing, promotion; store location, layout, organization, policies, systems; coordination of store activities. Prerequisite: MKTG 301; may not be repeated.

MKTG 410 Product Management (4) Important aspects of product planning and development, concept testing, product-life cycle, portfolio analysis, targeting and positioning, branding issues, product-line extension, pricing policies, and implementing product decisions. Computer simulation project provides practice for implementing product strategies. Prerequisite: MKTG 301; may not be repeated.

MKTG 430 Sales Force Management (4)

Focuses on the role of the sales manager within the organization. Includes distribution planning, sales organization, management of the sales force, methods of sales, cost and financial analysis, and performance analysis. Prerequisite: MKTG 301; may not be repeated.

MKTG 445 Multicultural Marketing and Business Development (4)

Integrates tools from marketing, consulting, and multi-cultural business management to provide consulting services to small business in economically-distressed communities. Working in teams with assistance from industry mentors and alumni from the course, students gain practical experience in multi-cultural marketing, consulting, and managing a business. Prerequisite: MKTG 301.

MKTG 450 Consumer Behavior (4) Theory and practice pertinent to marketing decisions; utilization of theories from behavioral sciences in marketing research; theories of fashion, characteristics of goods, shopping behavior, product differentiation, market segmentation, and opinion leadership; application of concepts to management of advertising, personal selling, pricing, and channels of distribution. Prerequisite: MKTG 301; may not be repeated.

MKTG 455 Entrepreneurial Marketing (4) Examines the skills and tools entrepreneurs need for bootstrap marketing in their start-up firms. Students learn to identify target market segments, position their products, estimate demand, set prices, gain access to channels, and manage the issues of rapid growth. Prerequisite: MKTG 301; may not be repeated.

MKTG 460 Marketing Research (4) Examines marketing research process; steps of research design, questionnaire construction, sampling, data analysis, evaluation/presentation of findings, online research, and web surveys. Class project provides practical application. Prerequisite: MKTG 301; either ECON 311, QMETH 201, STAT 220, STAT 301, STAT 311, or STAT 390; may not be repeated.

MKTG 470 International Marketing (4) Focuses on assessing international marketing opportunities, formulating and implementing international marketing strategies. Examines how to use marketing analyses and deductive decision modeling in assessing international marketing opportunities. Uses marketing tools and concepts in the planning, preparation, and presentation and discussion of cases and class project. Prerequisite: MKTG 301; may not be repeated.

MKTG 477 Merchandise Acquisition and Management (4) Integration of summer internship experiences with discussion of merchandise acquisition. Includes retail inventory management system, processes of planning and buying merchandise, private label and imported goods, and relevant personnel management area. Centers on major project done for and with company buying staff. Prerequisite: MKTG 301; MKTG 370; MKTG 495. Offered: A.

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MKTG 478 Retail Merchandising and Design Management (4) Second of capstone seminars includes integration of summer internship experiences with customer service, customer communications, merchandise presentation, and leadership skills. Visit local retailers to observe visual presentations, prepare design plan for store, and examine management styles to determine philosophy for employees, and provide customer service. Prerequisite: MKTG 301; MKTG 370; MKTG 495. Offered: W.

MKTG 480 Advanced Marketing Management (4) Capstone course connecting principles, tools, and elements of multiple marketing disciplines to a manager's perspective and responsibilities in today's company. Emphasizes strategy, analysis, and problem solving. Analyzes marketing problems using conceptual and quantitative tools utilized in marketing decision making. Prerequisite: MKTG 301; MKG 450; MKTG 460; may not be repeated.

MKTG 485 Strategic Market Management (4) Utilize cases and/or projects to examine strategic market-based management. Analyze marketing situations to identify market trends and understand consumer and competitor behavior. Develop and justify appropriate course of action to address marketing problems and opportunities in terms of product planning, distribution channels, pricing, and promotion. Prerequisite: MKTG 301.

MKTG 490 Special Topics and Issues in Marketing (1-6, max. 12) Contemporary topics and issues in marketing: marketing in nonprofit organizations, marketing of services, marketing in the public sector, and marketing in an economy of scarcity. Ordinarily only one topic area is addressed in any one quarter. Course content reflects contemporary developments and the current interests of instructors and students. Prerequisite: MKTG 301.

MKTG 496 Marketing Practicum (4) Offers opportunities to apply principles, concepts, and skills learned previously to actual business situations. Participation in class part-time and in an internship with a business employer part-time. Prerequisite: MKTG 301.

THE FOLLOWING COURSES MAY NOT BE USED TO COMPLETE THE OPTION

MKTG 495 Marketing Internship (1-4, max. 8) (Strongly Recommended) An internship with a company, not for profit organization, or government agency in a marketing capacity. Prerequisite: MKTG 301. Undergraduate Research (Optional)

MKTG 499 Undergraduate Research (1-6, max. 9) Prerequisite: MKTG 301.

COMPLEMENTARY ELECTIVES

The Marketing Department offers two additional distinct courses of study that may complement the formal option.

The **Retail Management Program** addresses the challenges of a retail industry revolutionized by technology and increased emphasis on customer service. It provides students the tools and experiences to guarantee professional success. Pick up a brochure outside of Mackenzie 137 or Lewis 366 (foster.washington.edu/retail).

The **Sales Program** is designed to augment strong classroom theory with experience gained through mentoring and a practicum to build a foundation for a challenging and lucrative career in sales. Pick up a brochure outside of Mackenzie 137 or Mackenzie 254 (foster.washington.edu/sales_program).

Both of these programs provide a certificate upon completion of the requirements.