

WASHINGTON STATE UNIVERSITY

World Class. Face to Face.
COLLEGE OF BUSINESS

Program Overview

The Department of Marketing at Washington State University offers students the opportunity to major or minor in marketing, earn a master of business administration, or earn a doctorate with an emphasis in marketing. The study of marketing involves the changing needs of commerce and promotion, and the creation of products and services designed to meet those needs. Marketing includes sales, advertising, promotion, retail management, marketing research, pricing, physical distribution, new product introduction, branding, international business, and e-commerce.

Distinctions

- The College of Business is **ranked 11th** among business programs at public universities in the western United States (*US News and World Report* 2007).
- The WSU MBA program was named one of *Princeton Review's* "**Best Business Schools**" for 2008.
- The College of Business is **among 2 percent of business schools worldwide** to achieve AACSB accreditation at the bachelor, master, and doctoral levels (Association to Advance Collegiate Schools of Business).
- The CB's nationally recognized International Business program sponsors faculty-led global learning in China, Greece, Italy, Korea, Norway, Switzerland, and Thailand, and **sends more students abroad** than any other college at WSU.

Faculty

The WSU Department of Marketing at Washington State University has a productive research faculty that is actively involved in educating students pursuing undergraduate and graduate degrees in marketing. The department takes pride in building a learning environment that stimulates personal and professional growth for all of our students, and takes seriously its role of producing high-quality marketing graduates. The department consistently earns top marks for its teaching efforts. The marketing faculty's research endeavors are extensive and multi-faceted, encompassing a variety of methods and topical areas. Recently published faculty research includes social influence strategies useful for promoting socially-beneficial consumer behavior, the use and effects of nostalgia in advertising contexts, consumer responses to typeface designs, inter-firm partnerships, grocery price setting practices, challenges in internet retail environments, the effects of ambient scent and music in a retail setting, market-focused strategic flexibility, marketing applications of social identity theory, and more.

Careers in Marketing

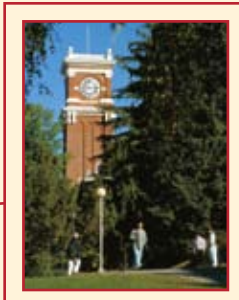
Entry-level positions include sales assistant or representative, consultant, and marketing manager. Other occupations in marketing include retail manager, advertising, sales, research, distribution, new product introduction, and product pricing. With additional experience, marketing majors can become sales managers (managing a team of sales people), product managers (responsible for all marketing functions of a product), research managers (consumer, media, and industrial research), retail store managers, or district managers. Graduates have accepted jobs at large organizations such as Boeing, Cintas, EJ Gallo, Macy's, and Pfizer.



Jim Mooney ('82 Business Administration/Marketing) Corporate Manager, Customer Relationship and Strategy, Toyota Motor Sales, U.S.A.



Leadership and initiative are success factors in every job at Toyota, and we expect our associates to come up with the big ideas, sell them, and implement them with integrity. I look for smart people who are adaptable. Students at the CB are developing real-world competencies. Add global awareness and a focus on innovation, and you have the makings of the next generation of leaders."



Required Courses

Internships

- Participation in a marketing internship is limited to marketing majors and minors, or students whose program requires a marketing internship.
- Mktg 360 is the only academic prerequisite.
- Most interns earn three credits, but can be awarded as many as 15.
- Three credits require a minimum of 120 internship hours.
- The department's bulletin board and binder are available in Todd 367 to assist students in finding an internship.
- The Internship Learning Agreement form (available in the department office) is completed by the student and internship provider and submitted to the department chair for approval, along with a detailed description of the tasks to be performed.
- Academic requirements may include a marketing/promotional plan (or other relevant plan), a five page report, and a term paper and/or a journal. Your faculty sponsor will decide which requirements students need to satisfy. Evaluation forms from both student and employer are also to be submitted.
- Internship work must be performed during the same semester in which the credits are received. Students must pay the per-credit WSU tuition and fees for the semester in which they do the internship.
- Visit the Marketing Department office in Todd 367 to find out more details.

Marketing Advisor,
Director of Enrollment
Management and Advising



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After taking 60 credit hours, completing 10 specified courses (EconS 101 and 102, Engl 101, Acct 230 and 231, B Law 210, MgtOp 215, Math 201 and 202, and MIS 250), and earning a 2.5 GPA, students can apply to certify into a specific major within business, such as marketing. Certification is required for enrollment in all 300- and 400-level business courses. Summer courses transferred from a community college will not meet the deadline for fall certification. All business majors must complete the Global Learning Requirement.

Students should consult the *General Catalog* for course planning and must meet course requirements, as outlined in the *General Catalog*, in order to graduate. Requirements are subject to change.

In addition to WSU general education requirements and the College of Business graduation requirements, marketing students must complete the program requirements of the degree.

REQUIRED MARKETING COURSES

Mktg 368—Marketing Research
Mktg 407—Consumer Behavior
OR Mktg 417—Consumer Behavior and E-Commerce
Mktg 495[M]—Marketing Management

Four from Group A:

Mktg 450—Internet Marketing
Mktg 457[M]—Advanced Consumer Behavior
Mktg 461[M]—Product Policy and Pricing
Mktg 468—Public Policy and Marketing
Mktg 470—Retail Management
Mktg 477—Promotion Management
Mktg 478[M]—Sales Management
Mktg 480—Business to Business Marketing
Mktg/IBus 482[M]—International Marketing
Mktg 487—Independent Research
Mktg 490[M]—Entrepreneurship
Mktg 496—Special Topics
Mktg 498—Internship (3 credits)

Two from Group B:

Acctg 338—Cost Accounting
Bus 380[M]—International Business
EconS 305—Theory of Firm and Market Policy
MIS 375—E-Commerce and the Internet
Mktg 499—Special Problems (3 credits)

Additional courses may be taken with advisor and department chair approval.