DEPARTMENT OF MARKETING

College of Business and Public Management
409 Business and Public Management Center
50 Sharpless Street
West Chester, PA 19383
610-436-2304
Department of Marketing (http://www.wcupa.edu/marketing)
Paul Arnault (parsenault@wcupa.edu), Chairperson

The department strives to provide students with the ability to:

• Develop an understanding of the ethical concerns of marketing decisions
• Use appropriate business tools and process to develop, analyze, and communicate information
• Develop an awareness of the impact of global diversity on marketing decisions
• Effectively communicate information of a business nature through written presentations
• Effectively communicate information of a business nature and engage audiences (small and large) through oral presentations
• Effectively interact with others as part of a team
• Possess the requisite knowledge and tool sets of the marketing discipline
• Acquire and evaluate information to solve marketing problems

The following applies to students entering the marketing major:

• All freshmen and those external transfer students who have not completed all prerequisites to enter directly into the major will be admitted to the pre-business marketing program.

Programs

Major in Marketing

• B.S. in Marketing (http://catalog.wcupa.edu/undergraduate/business-public-management/marketing/marketing-bs)

Graduate Opportunities

See the graduate catalog for more information on the Business Administration program. (http://catalog.wcupa.edu/graduate/business-public-management/business-administration)

Policies

• See undergraduate admissions information. (http://catalog.wcupa.edu/general-information/admissions-enrollment/undergraduate-admissions)
• See academic policies. (http://catalog.wcupa.edu/undergraduate/academic-policies-procedures)

All undergraduate students are held to the academic policies and procedures outlined in the undergraduate catalog. Students are encouraged to review departmental handbooks for program tips, suggested course sequences, and explanations of procedures. When applicable, additional policies for specific department program(s) may be listed below.

Prerequisites for Entry into the Business Majors: Accounting, Economics, Finance, Management and Marketing

To apply for their business major, students must:

1. Complete ECO 111, ECO 112, ECO 251, MGT 200, MKT 250 and ACC 201 with a C or better in each course
2. Pass and complete both MAT 113 and MAT 143 with a C or better required in at least one of them. If a student is placed directly into MAT 143 and receives a C or higher or has completed MAT 161 or MAT 162 with a C or better, then the student does not have to take MAT 113 (replaced as a free elective).
3. Have a minimum overall GPA of 2.50
4. Pass an Excel basic skills exam with an 88% or better
5. Have at least 45 credit hours.

These requirements must be met to be eligible to register for 300 and 400 level business courses. The same rules apply to all transfer students—both internal (those from within the University) and external (those from a non-WCU institution).

Marketing Major Graduation Policies

To graduate with an earned degree from the Department of Marketing’s major program, students must have a 2.50 overall GPA.

Faculty

Professors

Paul M. Arnault (parsenault@wcupa.edu) (1998)
Chairperson, Marketing
M.S., Vanderbilt University; M.B.A., Wake Forest University; Ph.D., Temple University

John Gault (jgault@wcupa.edu) (1991)
B.S., U.S. Naval Academy; M.B.A., University of Pennsylvania; Ph.D., Drexel University

Jason Phillips (jphillips@wcupa.edu) (1999)
B.S., Pennsylvania State University; M.B.A., Texas A&M University; Ph.D., Pennsylvania State University

Chun-Chen Wang (cwang@wcupa.edu) (2011)
B.A., Fu Jen Catholic University (Taiwan); M.B.A., Baruch College; Ph.D., University of Texas at Arlington

Associate Professor

Michael Guiry (mguiry@wcupa.edu) (2016)
B.S., Cornell University; M.B.A., Duke University; Ph.D., University of Florida

Courses

MKT

MKT 200. Survey of Marketing. 3 Credits.
Examines the impact of marketing systems in producing a standard of living in local and global economies. Topics include the structure and functions of marketing within an organization, the role of customers, and the competitive, political/legal/regulatory, economic, social-cultural, and technological environments in which these systems operate. May not be taken for credit after completion of any other marketing course. Open to nonbusiness majors. Typically offered in Fall & Spring.

MKT 250. Principles of Marketing. 3 Credits.
MKT 250 Principles of Marketing (3) Course facilitates an understanding of key marketing strategy concepts and frameworks in order to engage effectively cross-functionally, globally, and in diverse environments, to keep markets and their unique needs top-of-mind in decision-making processes, and to drive successful business performance. You will learn to evaluate, develop, implement, and upgrade marketing plans, and to understand marketing’s connection to the other functions. Assorted career opportunities in industry are also discussed. Pre / Co requisites: MKT 250 requires prerequisites of C or higher in ECO 111 or ECO 112, and sophomore standing. Distance education offering may be available. Typically offered in Fall, Spring & Summer.

MKT 330. Consumer Behavior. 3 Credits.
Foundations of consumer behavior. Market structure and consumer behavior, purchase strategy and tactics, determinants and patterns of consumer behavior. An integrated theory of consumer behavior is sought. Pre / Co requisites: MKT 330 requires prerequisites of MKT 250 or MKT 200 with a minimum grade of C and minimum 2.50 CUM GPA. Typically offered in Fall & Spring.
MKT 340. Personal Selling. 3 Credits.
Analysis of the selling process applied to sales calls and sales strategies, communication, persuasion, motivation, ethics, interpersonal relationships, negotiations, and professionalism. Emphasis on case studies.
Pre / Co requisites: MKT 340 requires prerequisite of MKT 250 or MKT 200 with a grade of C. Minimum 2.50 CUM GPA. Majors only. Typically offered in Fall & Spring.

MKT 350. Advertising & Buyer Behavior. 3 Credits.
A study of advertising and sales promotion management with a major focus on organization, media, strategy, campaigns, legal control, consumer behavior, budgeting, and the coordination of these activities with overall marketing programs.
Pre / Co requisites: MKT 350 requires prerequisite of MKT 250 or MKT 200 with a grade of C. Minimum 2.50 CUM GPA. Majors only. Typically offered in Fall & Spring.

MKT 360. Marketing Research. 3 Credits.
Systematic definition of marketing problems, strategies for data collection, model building, and interpretation of results to improve marketing decision making and control.
Pre / Co requisites: MKT 360 requires prerequisites of MKT 250 and minimum 2.50 CUM GPA. Typically offered in Fall & Spring.

MKT 380. International Marketing. 3 Credits.
Historical and theoretical background of foreign trade, world marketing environment and world market patterns, marketing organization in its international setting, and international marketing management.
Pre / Co requisites: MKT 380 requires prerequisite of MKT 250 and minimum 2.50 CUM GPA. Distance education offering may be available. Typically offered in Fall, Spring & Summer.

MKT 399. Transfer Elective Upper Level. 1-10 Credits.
Transfer Elective Upper Level. Repeatable for Credit.

MKT 406. Managing Sales. 3 Credits.
Source, technique, and theories applied to problems encountered in managing a sales force in the areas of administration, policy, organizational structure, personnel selection and evaluation, sales training, compensation, forecasting, establishing territories and quotas, and sales analysis. Emphasis on case studies.
Pre / Co requisites: MKT 406 requires prerequisite of MKT 340 and minimum 2.50 CUM GPA.

MKT 410. Independent Studies in Marketing. 1-3 Credits.
Special research projects, reports, and readings in marketing. Open to seniors only.
Pre / Co requisites: Minimum 2.50 CUM GPA.
Consent: Permission of the Department required to add. Repeatable for Credit.

MKT 425. Marketing Strategy and Planning. 3 Credits.
Application of the skills required for effective managerial decision making and communication using a team approach. Emphasis on case studies, computer simulations, and the development of a marketing plan; oral and written presentation of results.
Pre / Co requisites: MKT 425 requires prerequisites of MKT 250 and MKT 360 and minimum 2.50 CUM GPA, and is open to seniors only. Typically offered in Fall & Spring.

MKT 440. Senior Seminar in Marketing. 3 Credits.
Team research projects that require an in-depth investigation of a current topic in marketing, and the preparation and presentation of an oral and written professional report.
Pre / Co requisites: MKT 440 requires prerequisites of MKT 250 and MKT 360 and minimum 2.50 CUM GPA, and open to seniors only. Typically offered in Fall & Spring.

MKT 460. Marketing Internship. 3 Credits.
The marketing internship is designed to enhance the student’s educational experience by providing a substantive work experience in the business world. Students taking this course in the fall or spring semester are limited to a total of 15 semester hours.
Pre / Co requisites: Minimum 2.50 CUM GPA.
Consent: Permission of the Department required to add. Typically offered in Fall, Spring & Summer. Repeatable for Credit.

MKT 461. Marketing Internship. 6 Credits.
The marketing internship is designed to enhance the student’s educational experience by providing a substantive work experience in the business world. A minimum of 360 hours of work in the internship is required. Students scheduling this course in the fall or spring semester are limited to a total of 12 semester hours.
Pre / Co requisites: Minimum 2.50 CUM GPA.
Consent: Permission of the Department required to add. Typically offered in Fall, Spring & Summer. Repeatable for Credit.

MKT 490. Special Topics in Marketing. 3 Credits.
Special topics in marketing not covered under existing, regularly offered courses.
Pre / Co requisites: MKT 490 requires prerequisite of MKT 250 and minimum 2.50 CUM GPA. Repeatable for Credit.