

DEPARTMENT OF MARKETING

409 Business and Public Management Center
50 Sharpless Street
West Chester, PA 19383
610-436-2304

Department of Marketing (<http://www.wcupa.edu/marketing/>)
Yong Wang (ywang2@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

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

- B.S. in Marketing (<https://catalog.wcupa.edu/undergraduate/business-public-management/marketing/marketing-bs/>)
 - Accelerated B.S. in Marketing to M.S. in Geography (<https://catalog.wcupa.edu/undergraduate/business-public-management/marketing/marketing-bs/>)
 - Accelerated B.S. in Marketing to Master of Public Administration (<https://catalog.wcupa.edu/undergraduate/business-public-management/marketing/marketing-bs/>)

Minor

- Digital Marketing (<https://catalog.wcupa.edu/undergraduate/business-public-management/marketing/digital-marketing-minor/>)

Graduate Opportunities

See the graduate catalog for more information on the Business Administration programs. (<https://catalog.wcupa.edu/graduate/business-public-management/business-administration/>)

Policies

- See undergraduate admissions information. (<https://catalog.wcupa.edu/general-information/admissions-enrollment/undergraduate-admissions/>)
- See academic policies. (<https://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 programs 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. 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.

Accelerated Program Policy

Refer to the Accelerated Programs page (<https://catalog.wcupa.edu/undergraduate/accelerated-programs/>) for more information.

Faculty

Professors

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

Yong J. Wang (ywang2@wcupa.edu) (2017)
Chairperson, Marketing
LL.B/ B.A., Qingdao University; LL.M., University of Amsterdam; Ph.D., University of Texas

Associate Professors

Sang Yong Bok (sbok@wcupa.edu) (2019)
B.S., M.S., Dankook University; M.S., University of Southern California; Ph.D., Dongguk University

Alex Cohen (acohen2@wcupa.edu) (2017)
University of Nevada, B.S.; Drexel University, M.S.; Drexel University, Ph.D.

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

Valerie Wang (vwang@wcupa.edu) (2017)
University of Texas- Pan American, B.A.; Ohio University, M.E.; Ohio University, Ph.D.

Courses

MKT

MKT 199. Marketing Transfer Credits. 1-10 Credits.

Transfer Credits
Repeatable for credit.

MKT 250. Principles of Marketing. 3 Credits.

This course will discuss the strategic importance of marketing to for-profit and non-profit organizations. Several key aspects of marketing will be reviewed, such as consumer behavior, personal selling, product positioning, pricing, market segmentation, B2B, B2C, services, advertising, sales promotion, direct and indirect channels of distribution, new product development, and retention of customers.
Distance education offering may be available.

MKT 310. Career Development. 3 Credits.

This course is designed to assist students in understanding the career development process and making informed decisions to prepare for a business career. Students will learn career development theories and pathways that help them set up career goals. Students will also learn how to align business knowledge with career decisions and craft personalized strategies to attain career goals.
MKT 310 Prerequisite: Minimum 2.50 cumulative GPA.
Distance education offering may be available.

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.
MKT 330 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 340. Personal Selling. 3 Credits.

The course is designed to introduce students to both the theory and practice of personal selling. In this course, students are required to conduct product demonstration, role plays, and sales-related writing assignments. This course emphasizes the need for salespeople to adapt their selling strategies to customer needs, buyer social styles, and relationship perspectives. Class sessions are featured by a complete discussion of how sale is made through effective oral communications.
MKT 340 Prerequisite: A minimum 2.50 cumulative GPA.
Gen Ed Attribute: Speaking Emphasis
Distance education offering may be available.

MKT 341. Business-to-Business Sales and Contracting. 3 Credits.

This course introduces students to both the theory and practice of business-to-business sales, contracting, and negotiations. In this course, students will conduct sales, negotiation, and contracting role plays, and make business-to-business contracting plan presentations. This course also deals with business concepts, marketing activities, management systems, and supporting technologies that can lead to successful development and effective management of B2B relationships. This course focuses on a wide range of current issues in B2B marketing, such as buyer-seller relationship management, customer satisfaction measurement, buyer decision-making processes, business networks, distribution channels, and business development.
MKT 341 Prerequisite: Minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 343. Real Estate Sales and Marketing. 3 Credits.

This course introduces students to selling and marketing in the real estate business. The course covers important aspects in the real estate business, including the importance of customer analytics and client service, the selling techniques and processes, ethics governing real estate selling and marketing, and competition and best practices in the real estate marketplace. Career opportunities in real estate sales and marketing are explored.
MKT 343 Prerequisite: Minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 344. Product Management and Sales in Healthcare. 3 Credits.

Students will be exposed to product management, selling process, analytics, and revenue management in the healthcare, medical supply, and pharmaceutical industries. The course is designed to train sales managers in pharmaceutical, medical, healthcare, and life sciences sectors on how to formulate, implement, and evaluate comprehensive product sales programs.
MKT 344 Prerequisite: Minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 345. Sales Management and Forecasting. 3 Credits.

Students will be exposed to the responsibilities of a sales manager and the strategic role of sales analytics and forecasting within the organization. The course is designed to teach students how to formulate, implement, and evaluate a sales program. A combination of lectures, cases and class discussions will be utilized.
MKT 345 Prerequisite: A minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 348. Multimedia Presentation and Showcasing. 3 Credits.

This course provides students the opportunities of developing multimedia presentation and showcasing skills in professional selling and concludes with hands-on exercises. The learning modules cover all key processes in multimedia presentation, including multimedia planning, multimedia production, multimedia resources, multimedia content delivery, and presentation strategies. The course also covers showcasing techniques for presentations and trade shows.
MKT 348 Prerequisite: A minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 349. Salesperson Qualifications and Licensing. 3 Credits.

This course is a comprehensive training program designed to equip aspiring and current sales professionals with the essential skills, knowledge, and strategies needed to excel in the dynamic and competitive field of sales. This course focuses on career qualifications, key competencies, and licensing requirements that are crucial for salesperson success.
MKT 349 Prerequisite: Minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 350. Advertising. 3 Credits.

This course will help students to develop a thorough understanding of the advertising process by learning to develop effective and efficient creative from the client's perspective. Students will learn how to ask an ad agency to develop creative work for them and then be able to professionally critique their results. The course focuses on organization, media, strategy and planning, budgeting, and the coordination of campaign activities with overall marketing programs. Students will learn-by-doing, developing advertising individually and as part of a creative team. No artistic ability is needed.
MKT 350 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 351. Campaign and Promotions Management. 3 Credits.

This course will teach students how to apply marketing and research skills to create comprehensive campaigns and events. Students will utilize market research, strategic planning, creative development, media planning and integrated marketing communications to develop effective campaign and event plans.
MKT 351 Prerequisite: A minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 352. Search Engine Marketing. 3 Credits.

This course helps students acquire practical skills in search engine marketing. Via hands-on learning, the course provides technical foundations of various search engine marketing tools and metrics. Altogether, the topics covered in the course offer a systematic approach to understanding search engine marketing. Students will gain competence in using information and data for optimizing search engines from the advertising perspective. This course is a key part of learning how to take advantage of the latest information for achieving optimal digital marketing outcomes.
MKT 352 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.
Distance education offering may be available.

MKT 353. Branding. 3 Credits.

Students will examine how brand experiences and brand equity influence an organization's marketing outcomes. Students will study branding from the consumer perspective as well as from the managerial perspective to highlight the importance of the branding process. Students will learn cutting-edge frameworks and concepts in branding. Additionally, students will apply the learned branding knowledge in practice for effective brand management.

MKT 353 Prerequisite: A minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 355. Social Media Marketing. 3 Credits.

This course is designed to develop students' social media marketing skills. This course highlights topics such as integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. This course requires a project that gives students hands-on experience implementing social media marketing strategies. Upon completion, students should be able to use social media technologies to create and improve social media for businesses.

MKT 355 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 356. Influencer Marketing. 3 Credits.

This course will provide students a thorough understanding of influence management and platforms, and help students acquire expertise and experience in influencer marketing. Students will analyze case studies of influencers, attend presentations by influencers and communication managers, read articles in both academic journals and business media, as well as practice influencer marketing using digital tools and tactics.

MKT 356 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 357. Event Management and Sales. 3 Credits.

This course is designed to professionally train students to become experts in event management and sales. This course will prepare students with skills, experience, and vision in planning and implementing events, and help students understand how to combine event management with sales strategies, personnel selection and supervision, and budget management.

MKT 357 Prerequisite: Minimum 2.50 cumulative GPA.

Distance education offering may be available.

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.

MKT 360 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 365. Marketing Analytics. 3 Credits.

This course helps students acquire practical marketing skills in data analytics. It provides technical foundations of various analytical tools and marketing metrics. The application of marketing analytics in various marketing areas, such as customer segmentation, customer value assessment, e-commerce, marketing communications, social media, and sales, will be examined. Students will gain competence in collecting, analyzing, reporting, and using information and data. This course is a key part of learning how to take advantage of the latest information technologies for achieving optimal marketing outcomes.

MKT 365 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 368. Customer Database Management. 3 Credits.

This course introduces basic customer database concepts to students. The focuses of the course include how to retrieve data from database with a range of simple to complex SQL queries; how to design a database from scratch; how to access a database using programming languages such as R or Python; and how to query a database with the programming languages.

MKT 368 Prerequisite: A minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 369. Artificial Intelligence for Business. 3 Credits.

This course provides students with the latest generation of artificial intelligence (AI) techniques used for business. This course introduces basic AI concepts and techniques such as machine learning, natural language processing, robotics, and image processing. The course illustrates both the potential and current applications of these techniques. Exercises include hands-on application of basic AI techniques as well as a selection of appropriate technologies for a given business problem.

MKT 369 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 370. Marketing Technology. 3 Credits.

The purpose of this course is to familiarize students with the role technology now plays in the field of marketing. Virtually every area of marketing from identifying customers to designing products to promotion to delivery is now affected by technology. Moreover, marketing managers must not only be aware and understand these technological factors, but they must also know how to use them to gain competitive advantage.

MKT 370 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 371. E-Commerce and Platforms. 3 Credits.

This course provides students with an overview of the basic principles of e-commerce and platforms-management concepts, which are reflected in the current digital marketing environment. In the course, the student will develop a solid understanding of the key success factors in today's ever-changing e-commerce market. During this course, students will utilize fundamental concepts learned, integrated with computer skills to manage e-commerce and digital platforms.

MKT 371 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

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.

MKT 380 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 383. Fashion Marketing. 3 Credits.

This course examines the environment in which fashion thrives and the factors that influence fashion behavior. Students will study the terminologies and industry trends in the marketing process for fashion. Students will also study product development and management in the fashion industry and the methods of promotion, selling, and pricing.

MKT 383 Prerequisite: A minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 385. Entrepreneurial Marketing. 3 Credits.

This course examines the venturing process and related marketing mix for entrepreneurs to launch and grow successful entrepreneurial business in diverse communities. Students learn about the challenges and best practices for entrepreneurial venturing in a diverse surrounding environment. Altogether, the topics covered in the course offer a systematic approach to understanding the key success factors for entrepreneurs emerging from the bottom of the pyramid.

MKT 385 Prerequisite: A minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 388. Sports Marketing and Sponsorship. 3 Credits.

This course helps students gain comprehensive understanding of sports marketing by examining in-depth the sports marketing mix of product (sports personnel, brands, and organizations), price (cost of training, licensing, and marketing), place (sports geography), and promotion (sponsorship, advertising, hospitality marketing, event marketing, and public relations). The course also highlights sports sponsorship from a business perspective and teach students about business relationships bonding sports and the sponsoring organizations.

MKT 388 Prerequisite: A minimum 2.50 cumulative GPA.

Distance education offering may be available.

MKT 399. Marketing Transfer Elective Upper Level. 1-10 Credits.

Transfer Elective Upper Level

Repeatable for credit.

MKT 410. Independent Studies in Marketing. 1-3 Credits.

Special research projects, reports, and readings in marketing. Open to seniors only.

MKT 410 Prerequisite: A minimum 2.50 cumulative GPA.

Repeatable for credit.

MKT 420. Digital Marketing Strategy. 3 Credits.

This course will introduce students to the key stages and terms of digital media strategy, guide them through the practical steps in creating and editing integrated digital media, and walk them through how, where, and why they can create, edit, and share digital media to achieve marketing objectives.

MKT 420 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Distance education offering may be available.

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.

MKT 425 Prerequisite: Successful completion of MKT 250, MKT 330, and MKT 360, with minimum grades of D-; and a minimum 2.50 cumulative GPA.

Gen Ed Attribute: Writing Emphasis (select both)

Distance education offering may be available.

MKT 440. Applied Marketing Project. 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.

MKT 440 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Repeatable for credit.

MKT 443. Digital Marketing Research and Consulting. 3 Credits.

This course offers applied experience through client-based marketing projects that require an in-depth investigation of digital marketing problems, as well as an oral presentation and written professional report.

MKT 443 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Repeatable for credit.

MKT 445. Advanced Selling Workshop. 3 Credits.

This course is an applied field sales training session designed for high performing salespeople. Trainees will learn how to find qualified leads, build trust and credibility, use technology and information systems, and assist buyers in making decisions. Trainees will also learn how to deal with various sales challenges and rejections.

Repeatable for credit.

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.

MKT 460 Prerequisite: A minimum 2.50 cumulative GPA.

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 270 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.

MKT 461 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

MKT 462. Marketing Internship. 1-2 Credits.

A marketing internship provides student interns with an opportunity to explore career interests in marketing while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks in the marketing field.

MKT 462 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Repeatable for credit.

MKT 490. Special Topics in Marketing. 3 Credits.

Special topics in marketing not covered under existing, regularly offered courses.

MKT 490 Prerequisite: Successful completion of MKT 250 with a minimum grade of D-, and a minimum 2.50 cumulative GPA.

Repeatable for credit.