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/)
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 (http://catalog.wcupa.edu/undergraduate/business-public-management/marketing/marketing-bs/)

Minor
- Digital Marketing (http://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. (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 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.

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

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

Courses

MKT

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.
Typically offered in Fall, Spring & Summer.
MKT 330. Consumer Behavior. 3 Credits.
Pre / Co requisites: MKT 330 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall & Spring.

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 sales is made through effective communications.
Pre / Co requisites: MKT 340 requires a prerequisite of a minimum 2.50 cumulative GPA.
Gen Ed Attribute: Speaking Emphasis.
Distance education offering may be available.
Typically offered in Fall, Spring, Summer, Winter.

MKT 345. 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 345 requires prerequisites of MKT 250 and minimum 2.50 CUM GPA.
Typically offered in Fall & Spring.

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.
Pre / Co requisites: MKT 350 requires prerequisites of MKT 250 and minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

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. Aftogther, 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.
Pre / Co requisites: MKT 352 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

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.
Pre / Co requisites: MKT 355 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

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.
Pre / Co requisites: MKT 356 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring, Summer, Winter.

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 a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall & Spring.

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.
Pre / Co requisites: MKT 365 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.

MKT 368. Customer Database Management. 3 Credits.
This course introduces customer database concepts to students with a marketing background. The main focus of the course is to teach students how to use data from a database with a range of simple to complex SQL queries. A portion of the course will also be used to teach students the process of designing a database from scratch. In the last part of the course, students will learn how to access a database through a programming language like R or Python and how they can query a database with programming languages.
Pre / Co requisites: MKT 368 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.
Typically offered in Fall & Spring.

MKT 369. Artificial Intelligence for Marketing. 3 Credits.
This course provides students with the latest generation of artificial intelligence (AI) techniques used for marketing. 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 with examples of marketing programs. Exercises include hands-on application of basic AI techniques as well as a selection of appropriate technologies for a given marketing problem.
Pre / Co requisites: MKT 369 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall & Spring.

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 and marketing 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.
Pre / Co requisites: MKT 370 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.
Distance education offering may be available.
Typically offered in Fall, Spring & Summer.
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 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.
Pre / Co requisites: MKT 440 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring & Summer.
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.
Pre / Co requisites: MKT 443 requires prerequisites of MKT 250 and a minimum 2.50 cumulative GPA.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring & Summer.
Repeatable for Credit.

MKT 446. 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.
Pre / Co requisites: MKT 446 requires a prerequisite of MKT 250 and a minimum 2.50 cumulative GPA.
Consent: Permission of the Department required to add.
Typically offered in Fall, Spring & Summer.
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.
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.