

Business Administration - Sports Marketing Option, B.S.

DEPARTMENT

Department of Marketing and Logistics

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BS in Business Administration - Marketing Option, B.S.
BS in Business Administration - Logistics & Supply Chain Strategies Option, B.S.
BS in Business Administration - Sports Marketing Option, B.S.
MN in Fashion Merchandising, Minor
BA in Fashion Merchandising, B.A.
Courses Offered

Marketing and Logistics

The Department of Marketing and Logistics offers three options within the Bachelor of Science in the Business Administration degree program: (1) Marketing, (2) Logistics and Supply Chain Strategies, and (3) Sports Marketing. In addition, four certificates are offered: the Certificate in Marketing, the Certificate in Logistics and Supply Chain Strategies, the Certificate in Sports Marketing, and the Certificate in Mass Communication and Journalism. The mission of the department is: "While maintaining the AACSB accreditation, become a preeminent department of applied marketing. Create alliances with the local business community to give our students 'real world' experiential learning in order to successfully compete with all major universities in California." Emphasis is on excellent teaching through practical application and the integration of cutting-edge technology. The department is dedicated to providing students with opportunities for personal growth and professional development in a continually improving educational environment.

The Marketing Option

Marketing is the process by which organizations define and select target markets, design products and services, set prices, determine distribution channels, develop promotions, and design after-sale customer service. When all of these elements are correctly mixed, the firm is able to build long term relationships with its customers. Building on marketing theories and concepts, marketing students study the basics of marketing information systems. They also learn about exchanging relationships, personal communication, market segmentation, positioning strategies, Internet marketing, and marketing strategic planning. In addition, students can explore special interest areas such as promotion, retailing, international marketing, services marketing, logistics and supply chain strategies, sales management, distribution management, buyer behavior, and sports marketing. Particular emphasis is placed on marketing applications through experiential learning projects, service-learning experiences, hands-on projects with local companies, and semester long internships. Marketing is an exciting, fast-paced, dynamic field that offers career opportunities in e-marketing, marketing research, product design, retail and wholesale management, distribution, sales, sales management, purchasing, advertising and public relations, and marketing management. These exciting careers stimulate personal growth, challenge your creativity and imagination, and appeal to a variety of interests.

The Logistics and Supply Chain Strategies Option

Logistics is associated with the movement, storage, and handling of materials and finished products. The option will also take into consideration the movement of agricultural commodities, fresh and processed foods, and managerial and safety issues pertinent to transportation and storage of agricultural commodities. Logistics includes all of the activities focused on efficiently moving goods to the right place at the right time. Logistics has come to be regarded as a key determinant of business competitiveness. Companies are substantially improving their competitiveness and productivity by overhauling their internal logistics and by more effectively managing their external links with suppliers and customers. The aim is to learn how to optimize the distribution of freight and freight-flow information from manufacturer to consumer, using advanced information systems and expertise to reduce inventories, cut transportation costs, speed delivery, and improve customer services. The current and long-term projected demand for logistics managers at all levels is very high. Currently logistics is the second largest employment sector in the United States. Logistics management offers everything that is expected in an ideal career including better than average salaries and advancement opportunities. The type of organizations that employ logistics managers include manufacturing firms, wholesalers, distributors, service institutions, and transportation firms.

Sports Marketing Option

California boasts the largest number of sports organizations in the entire U.S. In California's Central Valley alone, semi-professional or professional teams are well represented, in all the major sports, including the increasingly popular motor racing industry. Additionally, the Central Valley offers a plethora of university, community college, high school, and community sports programs. It is also home to sporting goods manufacturers. The global sports industry is rapidly growing, with the United States sports industry contributing more than \$213 billion to the economy, outpacing agriculture and motor vehicle sales combined. In addition, more than 75% of the jobs being created in sports in the U.S. are marketing-related. The proliferation of sports-related businesses in California offers a wide variety of career opportunities for students prepared to enter the market after completion of a bachelor's degree program in sports marketing. The openings for sports marketing and recreation professionals are growing faster on average than for all other professions. The industry needs educators and managers who can create and manage programs to meet the ever-growing demand for leadership in sports and recreation. Graduates who earn bachelor's degrees in sports marketing will be prepared for positions such as sports marketing account managers, event planning and conference managers, facility managers, ticket operations directors, sporting goods marketing and sales managers, and sponsorship sales managers. The list of potential employers includes, but is not limited to, all professional (MLB, NHL, NBA, NFL, etc.), and semi-professional sports, collegiate sports (NCAA, NAIA, etc.), sporting event management, and sports agency.

Note: Out of 23-24 required units in options, 16 units should be taken at Craig School of Business. Any transferred course(s) should be taken at an AACSB accredited institution. Students who transfer 3 units for MKTG 100S must complete one unit of service learning independent study at the Craig School of Business.

Fashion Merchandising

Fashion Merchandising Degree. The Fashion Merchandising program focuses on preparing students for a wide variety of careers related to marketing, management, buying, and selling of fashion goods. It combines product and industry knowledge with business, communication, and computer skills. Job opportunities include buyers, merchandisers, store managers, product developers, and fashion consultants, as well as other positions in today's competitive and global environment. The curriculum is built upon the Mega Goals for Four-Year programs developed by the International Textile and Apparel Association (ITAA) and recommendations from fashion industry experts.

REQUIREMENTS

Bachelor of Science Degree Requirements

Business Administration Major - Sports Marketing Option

All students in the Craig School of Business who are working toward the Bachelor of Science in Business Administration must satisfy (a) the university's General Education requirements; (b) pre-business requirements, which include demonstration of computer competency, a seven-course group of pre-business courses, and both a cumulative and campus GPA of at least 2.25 to declare an option; (c) upper-division core requirements of six or seven upper-division courses, (d) option requirements of 23-24 units in an area of specialization; (e) the upper-division writing skills requirement; (f) an integrative course requirement; and (g) complete at least 50 percent of the required business units in the Craig School of Business.

Computer literacy and computer software competency are considered essential to success in the program, which is heavily oriented in the use of technology. The pre-business courses include material considered essential for further study in business. The upper-division core courses provide a broad background and a breadth of knowledge and understanding. The option courses enable the student to specialize in a specific area of business and to prepare for effective performance in future employment.

1. Major requirements (70 -71 units)

Demonstration of computer competency (3 units)

Complete IS 52 and 52L or equivalent courses with a grade of C or better or achieve a passing score on the CSB computer competency waiver examination. See "computer competency waiver exam" at www.craig.fresnostate.edu/uss_home.aspx.

Pre-Business requirements* (16 units)

ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGBS 1; ECON 50
(See Pre-Business Requirement.)

Upper-division core requirements (24 units)

DS 123; FIN 120; IS 130; MGT 110, 124; MKTG 100S

Option requirements (23-24 units)

The department offers three options: (1) Marketing, (2) Logistics and Supply Chain Strategies, and (3) Sports Marketing as part of the Business Administration major.

Integrative course requirement (4 units)

MKTG 188

Grade Requirement

A grade of C or better must be earned for each course used to satisfy the requirements for the major.

2. General Education requirements (49 units)*

3. Other requirements (6 units)

Upper-division writing and Multicultural and International (MI). Business majors take BA 105W, Business Communication, to fulfill the Upper-Division Writing requirement. **Note:** the Upper-Division Writing Exam is not an option for business administration majors.

4. Sufficient elective units to meet required total units (varies)

5. Total (120 units)**

* This total indicates that 6 units for DS 71 and ECON 50 are used to satisfy the General Education requirements.

** G.E. and MI courses can be double-counted with major requirements. See advisor for details.

Options

The completion of the 23 units as required by the option, the General Education requirements, special course requirements, and the electives (which may include a minor), total the 120 units required for the Bachelor of Science in Business Administration.

Sports Marketing Option

Take the following courses: MKTG 101, 110, 150, 160, and 161 **(19 units)**

Select at least 4 units from the following: BA 152, 179; ECON 144; RA 150 or 152; MKTG 132, 140, 190, 195 **(4 units)**

Total (23 units)

FACULTY

The faculty of the Department of Marketing and Logistics is composed of individuals who have studied and pursued business careers and teaching extensively throughout the world. Case studies, experiential exercises, business and community service projects, guest speakers, seminar discussions, and internships are just a few of the ways in which instructors provide students with practical applications in business. The combination of faculty expertise, teaching skills, research activities, and applied experience assures the student of receiving a quality education in marketing.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.

The faculty pages are updated by the department or program.