

# Marketing and Logistics

## The Field of Marketing

Programs of study in marketing provide a foundation of knowledge and skills necessary for participation in today's global economy. Businesses must adjust constantly to new technologies, integrate newer and faster systems, and build a strong base of satisfied customers. The Internet is transforming business relationships between customers and suppliers as well as changing the competitive dynamics of the marketplace. Marketing is critical to the success of any business in the 21st century.

## The Department of 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.

## 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. Students will 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. Market-

ing 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.

## The Logistics and Supply Chain Strategies Option

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 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. 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 market-

ing-related. The openings for sports marketing and recreation professionals are growing faster on average than for all other professions. Graduates who earn bachelors 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 MLB, NHL, NBA, NFL, etc.), and collegiate sports (NCAA, NAIA, etc.), sporting event management, and sports agency.

## Special Major in Hospitality Services

The special major in Hospitality Services with concentration in Hospitality Marketing provides an opportunity for students to engage in an individualized course of study leading to a Bachelor of Science degree. Interested students should contact the Chair of the Department of Marketing and Logistics for general advising at 278-7830 and then sign-up with Advising Services in Joyal Administration Building 224, phone 278-1787.

## Certificate Programs

The Certificate in Marketing, Certificate in Logistics and Supply Chain Strategies, and Certificate in Sports Marketing are available to students from other disciplines who wish to learn the role marketing plays in the success of any business. In addition, the Certificate in Mass Communications and Journalism is also available. This program allows marketing students to take courses in advertising and public relations as part of their marketing education.

California State  
University, Fresno

Department  
of Marketing  
and Logistics

559.278.7830

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[www.fresnostate.edu/craig](http://www.fresnostate.edu/craig)

B.S. in Business  
Administration

Options:

- *Marketing*
- *Logistics and Supply Chain Strategies*
- *Sports Marketing*

Certificates in:

- *Marketing*
- *Logistics and Supply Chain Strategies*
- *Sports Marketing*
- *Mass Communication and Journalism (Jointly with Mass Communication and Journalism)*

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# Marketing and Logistics

## Career Opportunities

Entry-level marketing jobs are available in sales, product management, retail management, distribution, research, and advertising. Current employment trends in e-commerce, direct marketing, sports marketing, logistics and supply chain strategies, and services marketing are indicators of the continued importance of marketing in a successful business strategy.

## Future Education

The Master of Business Administration degree prepares students for marketing careers in upper levels of organizations. The doctorate prepares students for careers in research, specialized consulting, and university teaching.

## High School Preparation

Students should meet California State University's admission requirements in terms of college preparatory course requirements, grade point average, and test scores.

## College Program

Students should consult the university's *General Catalog* for specific major and university requirements. Community college transfers should consult their catalogs to ensure that courses taken are CSU transferable (baccalaureate level.)

## General Education

Students should complete as many of the Fresno State General Education requirements as possible during the freshman and sophomore years, whether they are attending Fresno State or a community college. Community colleges can certify up to 39 of the units required in Fresno State's General Education pattern.

## Suggested Related Activities

Students are encouraged to participate in employment-related experiences, internships, cooperative education programs, and extracurricular organizational activities (community service organizations, professional fraternities, student government organizations, etc.) that promote social interaction, team-building, leadership, or problem-solving skills.

Students are also encouraged to participate in the summer study abroad program. For details, contact International Programs in PB 189, 559.278.4653

## Course Requirements

Since program changes may occur, students should consult the *General Catalog* and a Fresno State adviser prior to registering for courses.

### Lower Division

Freshman-Sophomore level courses  
(may be taken at a community college)

Financial and Managerial Accounting Principles and Systems (ACCT 4A-B), Business and the Legal Environment (BA 18) or appropriate 4-unit course only, Quantitative Analysis (DS 71), Statistical Analysis I (DS 73), Principles of Microeconomic (ECON 40) or Introductory Agricultural Economics (AGBS 1), Principles of Macroeconomics (ECON 50)

Computer Competency Exam or IS 52 and 52L

**Note:** The Craig School of Business requires students to earn a grade of C or better for each course used to satisfy the requirements for the major and to have a cumulative GPA of 2.25 *before declaring their option*. In addition, international (foreign) students must have a TOEFL score of at least 500.

### Upper Division

Junior-Senior level courses  
(to be taken in the Craig School of Business)

Statistical Analysis II (DS 123), Principles of Finance (FIN 120), Management Information Systems (IS 130), Production/Operations Management (MGT 124), Administration and Organizational Behavior (MGT 110), Marketing Concepts (MKTG 100S), Business Communication (BA 105W), Strategic Planning in Marketing (MKTG 188)

The following courses are required within each option. Students must consult the catalog for additional option requirements.

#### Marketing

Marketing Research (MKTG 101), Consumer Behavior (MKTG 110), Promotion Mix: Principles and Practices (MKTG 132), Professional Selling & Sales Force Management (MKTG 160)

*7-8 units of approved Marketing Option Electives*

#### Logistics & Supply Chain Strategies

Marketing Research (MKTG 101), Principles of Logistics and Supply Chain (MKTG 114), Global Logistics and Supply Chain Strategies (MKTG 115), Professional Selling & Sales Force Management (MKTG 160)

*7-8 units of approved Logistics & Supply Chain Strategies Electives*

#### Sports Marketing

Marketing Research (MKTG 101), Sports Marketing (MKTG 150), Professional Selling & Sales Force Management (MKTG 160), Internship (MKTG 195), Legal & Ethical Aspects of Sports Marketing (BA 179)

*6 units of approved Sports Marketing Electives*

For additional information, write

California State University, Fresno Department of Marketing and Logistics

5245 North Backer M/S PB7 Fresno, California 93740-8001

Visit or call

Department of Marketing and Logistics

Peters Business Building, Room 388 559.278.7830

[www.fresnostate.edu/craig/depts-programs/mktg](http://www.fresnostate.edu/craig/depts-programs/mktg)

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**PLEASE NOTE:** This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at [www.fresnostate.edu/ClassSchedule](http://www.fresnostate.edu/ClassSchedule) and [www.fresnostate.edu/catalog](http://www.fresnostate.edu/catalog).

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