

College of Business and Public Administration

The College of Business and Public Administration prepares men and women for leadership positions in the private, public as well as non-profit sectors. The College has six academic departments: Accounting, Criminal Justice, Economics & Finance, Management, Marketing and Public Administration; and offers undergraduate degree programs in Accounting, Criminal Justice, Economics, Finance, Management, Marketing and Public Administration. The faculty, staff and students all participate in creating a supportive academic environment.
Dean, Alfred Ngome Ntoko, Ph.D.
Assistant to the Dean, Mr. Steve Vence
W-402B, (908) 737-4120

ACADEMIC DEGREES, PROGRAMS

- B.S. in Accounting
- B.A. in Criminal Justice
- B.A. in Economics
 - Business Economics Option
 - Teacher Certification Option
- B.S. in Finance
- B.S. in Management Science
 - General Business Option
 - International Business Option
 - Management Option
 - Quantitative Methods Option
- B.S. in Marketing
- B.A. in Public Administration

JOINT OR COMBINED PROGRAM

- B.A./M.P.A. Public Administration
- B.S./M.S. Accounting

DEPARTMENTS, FACULTY

Accounting

Bornstein, Capone (Chairperson), Carlsen, Comerford, Fraser, Okcabol, Schader, Stewart, Wailoo

Criminal Justice

Garcia, Lateano (Chairperson), Linn, McManimon

Economics and Finance

Anderson, Carreno, Condon, Griffith, Kempey (Chairperson), Kim, Saffer, Skoorka, Tully, Yamoah

Management

Abraham (Chairperson), Coughlin, Fenster, Fulop, Gursoy, Hiraoka, McGill, Melworm, Rhee, Torres-Baumgarten

Marketing

Ahlawat, Helliwell, Lemel (Chairperson), Vaccaro, Yucetepe

Public Administration

Ault, Donovan, Erickson, Farahi, Laudicina, Laury (Chairperson), Lederman, Moore, Sharp

Marketing

Chairperson: Dr. Rosa Lemel

Willis Hall 407B, (908) 737-4177

The Department of Marketing offers both a major and minor in Marketing. The major emphasizes the knowledge, skills, and concepts necessary for effective performance in the various functional areas of marketing (such as advertising, product development, marketing and advertising research, distribution). The required courses are designed to demonstrate the interaction of the social, economic, and cultural environments upon the management of an organization's marketing activities. The marketing electives offer an opportunity for students to choose areas of more specialized knowledge according to their interests and career goals. Students can prepare for career opportunities in the fields of advertising, marketing research, retailing, sales, international marketing and a host of other marketing related fields, as well as preparation for graduate level study.

ADMISSIONS REQUIREMENTS:

The following are the requirements for admission into the Marketing Major:

- 1) The student must have a grade point average of 2.3 or better overall.
- 2) The student must complete four of the following courses with a 2.3 or better grade point average:

ECO	1020	Principles of Economics I	3
ECO	1021	Principles of Economics II	3
MGS	2030	Business Organization and Management	3
MGS	2110	Quantitative Methods in Management Science	3
MGS	2120	Business Statistics	3
ACCT	2200	Principles of Accounting I	3
ACCT	2205	Principles of Managerial Accounting	3
FIN	3310	Management of Corporate Finance I	3
MGS	3410	Principles of Marketing	3

NOTE: For students admitted prior to September 1, 2002, follow the program requirements specified in the catalog for the year you entered Kean. See academic advisor for details.

B.S. DEGREE IN MARKETING

GE	1000	Transition to Kean	1
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GENERAL EDUCATION 54-59

FOUNDATIONS REQUIREMENTS 12¹

ENG	1030	Composition	3
MATH	1000	Algebra for College Students	3
COMM	1402	Speech Communication as Critical Citizenship	3

¹Additional 3 credit course paired with Reading may be required by placement testing.

DISCIPLINARY/INTERDISCIPLINARY DISTRIBUTION REQUIREMENTS

<i>Humanities</i>		9	
ENG	2403	World Literature	3
And (select two courses from different areas)			
Fine Arts or Art History		3	
Philosophy or Religion		3	
Foreign Languages		3	
Music or Theatre		3	
Interdisciplinary		3	

<i>Social Sciences</i>		9	
HIST	1000	History of Civilized Society in America	3
And (select two from different areas)			

Psychology		3
Political Science		3
Sociology or Anthropology		3
Interdisciplinary		3

<i>Science & Mathematics</i>		10-11
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CPS	1031	Intro to Computers	3
And (select two of the following sciences)			
Biology		3-4	
Chemistry or Physics		3-4	
Astronomy, Geology, or Meteorology		3-4	
Interdisciplinary		3-4	

<i>Health/Physical Education</i>		2-3	
ID	1225	Issues Contemporary Health	3

OR

Physical Education		2	
<i>Concentration</i>		6	
ECO	1020	Principles of Economics I	3
ECO	1021	Principles of Economics II	3

Additional Requirement 3

CPS	1032	Micro Applications	3
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<i>Major/GE Capstone Course</i>		3
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MGS	4999	Integrative Business Strategy	3
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MAJOR REQUIREMENTS 45

Required Courses 27

MGS	2110	Quantitative Methods in Management Science	3
MGS	2120	Business Statistics	3
MGS	2030	Business Organization and Management	3
ACC	2200	Principles of Accounting I	3
ACC	2205	Managerial Accounting	3
MGS	3051	Business Law I	3
FIN	3310	Management of Corporate Finance I	3
MKT	3410	Principles of Marketing	3
Choose one of the following courses:			3
MGS	3025	International Business and Trade	3

OR

MGS	3040	Management Information Systems	3
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OR

MGS	4010	Operations Management	3
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OR

ECO	3400	International Economics	3
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MAJOR ELECTIVES 18

Choose six courses from marketing.

FREE ELECTIVES 24-25

Selected with advisement. At least 50% must be at 3000 level or above.

These courses must be non business. No ACC, FIN, MGS or MKT courses in this area except Cooperative Education. Students should consider ID 4500 Seminar in American Business Issues, Business Communications (communications dept.), or Business Ethics (philosophy department) to fulfill this requirement.

TOTAL 128

MINOR IN MARKETING

The following requirements are subject to change. Please check with the marketing department for current requirements.

REQUIREMENTS 18

MKT	3410	Principles of Marketing	3
MKT	3451	Consumer Behavior	3
MGS	2030	Organization and Management	3
MGS	2120	Business Statistics	3
<i>Electives</i>			6
Marketing course			3
Marketing course			3

MARKETING COURSES

MKT 3410 Principles of Marketing (3)

An extensive overview of the field of marketing in one semester. Covers the fundamental concepts of contemporary marketing, its function in the economy, and its relation to today's social concerns. Specific topics include consumer behavior, industrial marketing, product development, channels of distribution, advertising and promotion, and pricing.

MKT 3420 The Retail Marketing Process (3)

A channels-of-distribution approach to the retailing function, focusing on the economic and social forces which affect the retail sector, the changing character of retail competition, relations between manufacturers and retailers, and responses to the emerging forces of consumerism. The procedures and problems of retail management, trading area evaluation, store organization

and staffing, promotional policies, and measures of retail productivity. Emphasis on the role of the smaller entrepreneur, as well as the large retail organization. Case studies, field projects.

MKT 3425 Retail Buying and Merchandise Management (3)

Analysis of consumer demand and the problems of effectively anticipating and responding to it. Buying policies relating to the selection and development of merchandise resources, pricing and repricing policies; the effect of markup, markdown, stockturn and inventory valuation on profit; elements of fashion merchandising. Case studies, field projects.

Prerequisite: MKT 3420.

MKT 3430 Essentials of Advertising (3)

Survey of the entire field of advertising and its place in the total marketing program. Covers advertising objectives, research methods, management of advertising campaigns, advertising copy and production. Focus on the functional interrelationships of advertisers, agencies, and media.

Prerequisite: MKT 3410.

MKT 3431 Advertising Campaigns (3)

Analyzes current advertising campaigns in terms of research, creative and media strategies used to achieve promotion and marketing mix goals. Students prepare goal-oriented advertising campaigns.

Prerequisite: MKT 3430.

MKT 3432 Direct Marketing (3)

An overview of the principles, concepts and applications of direct marketing. Direct marketing is an increasingly important marketing communication tool for developing a customer-based strategy for organizations (e.g., B2C, B2B, and non-profit) to diverse markets in the domestic and global marketplace. Students will learn about successful direct marketing strategies using tools including: customer database management, direct mail, catalogs, the Internet, print, broadcast and telephone marketing. Key industry challenges including ethical issues will be analyzed (e.g., privacy, environmental issues, spam, etc.). Students will gain real world experience via the development of a direct marketing campaign.

Prerequisite: MKT 3410.

MKT 3435 Sales Management (3)

Sales management from various perspectives: the selling "environment" and the societal, economic, ethical, legal and governmental elements composing this environment; general management functions, including planning, organizing, motivating and controlling; functions peculiar to sales management, including sales forecasting and selecting, training, motivating and compensating of sales people; relationships between the sales department and other internal and external departments and the public.

Prerequisite: MKT 3410.

MKT 3440 Fashion Merchandising (3)

A study of fashion as a force in contemporary life and as a major determinant in the marketing of diverse categories of products. Theory of the fashion cycle, evolutionary development of fashions, analysis of demand for fashion goods, structure and operation of the fashion industries both at manufacturing and retail levels. Techniques and problems of fashion buying, display and promotion.

Prerequisite: MKT 3410.

MKT 3490 Internet Marketing (3)

An introduction to the rapidly evolving world of Internet Marketing. The tools and technology of the Internet are explored with an emphasis on the opportunities, problems, tactics and strategies of using the Internet as a marketing tool. B2B and B2C business models are discussed as they relate to integrating online and offline strategies into a unified, comprehensive marketing strategy.

Prerequisite: MKT 3410.

MKT 3450 Industrial Marketing (3)

Marketing of products and services to industry from functional and management perspectives. Emphasizes new product introduction, legal and social constraints and salesmanship currently used in industry.

Prerequisite: A basic introductory marketing course: MKT 3410.

MKT 3451 Consumer Behavior (3)

Marketing of products and services to the consumer, from functional and management perspectives. Emphasizes new consumer product introductions, environmental and social constraints, and personal factors influencing consumer choices.

Prerequisite: MKT 3410.

MKT 3455 Services Marketing (3)

Conceptual foundations of services marketing in consumer sector of banking, brokerage, insurance, health, technology, and professional service areas of the economy. Application of fundamental marketing processes to the service firm, in the profit and not-for-profit sector. An examination of differences between service marketing and product marketing.

Prerequisite: MKT 3410.

MKT 3460 Marketing Management (3)

Management of the marketing function as it relates to total corporate activity; application of marketing principles in solving problems through case studies, field projects and computer simulation.

Prerequisite: MKT 3410 or equivalent.

MKT 3470 International Marketing (3)

Introduction of the multinational enterprise as a participant in world markets, incorporating the marketing concept into a global framework. The course focuses on the environmental and cultural forces affecting the marketing program, strategies, and techniques both into and from foreign countries.

Prerequisite: MKT 3410.

MKT 3481 Topical Problems in Marketing (3)

Current issues related to the field of marketing will be discussed, to include assessment models, simulations, trend analysis and problem-solving experiences. A major focus of the course will be an exploration of issues which will impact on the field of marketing and one's career in marketing.

Prerequisite: MKT 3410.

MKT 3520 Marketing Channels (3)

Developing effective and efficient distribution systems for goods and services in profit and non-profit organizations. Covers manufacturers, services providers, wholesalers, transportation companies, and other actors in marketing channels. Focus on behavior dimensions of channel relations, the role of channel members, channel conflicts and channel control.

Prerequisite: MKT 3410.

MKT 4410 Marketing Research (3)

An introduction to the basic tools of marketing research. The application of behavioral science and quantitative methods to solving marketing problems. Hypothesis testing, questionnaire construction, sampling and data analysis. Techniques include statistical inference tests, decision theory, Chi-square, and regression and correlation.

Prerequisites: MGS 2120 and MKT 3410.

MKT 4420 Transportation and Physical Distribution (3)

Management and organization of physical distribution and transportation systems; optimum planning and processing methods; effect of institutions and regulations.