Marketing and Logistics

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Raymond Rody, *Assistant Teaching Professor*
Bruce Seaton, *Associate Professor*
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The Department of Marketing and Logistics offers a Master of Science in Marketing, a Master of Science in Logistics and Supply Chain Management, and a concentration in Marketing for the Ph.D. program.

The Department boasts an internationally diverse, experienced, widely published, and highly involved faculty. Our faculty includes recognized experts in digital marketing, branding, marketing analytics, consumer behavior, social media, marketing management, international marketing, logistics and supply chain management, distribution channels and business ethics.

The study of marketing involves learning about how best to make a host of key decisions and implement them in an organization. Some of these decisions include:

- Selection of profitable product/service offerings
- Market segment selection and targeting strategies
- Product/service positioning
- Digital marketing and social media strategies
- Distribution, logistics, and supply chain management
- Pricing and the management of price perceptions
- Advertising, promotion, and customer relations

You can study topics like marketing management, market research, consumer behavior, export marketing, digital marketing, social media, marketing channels, retailing, international marketing, advertising, promotional strategy, personal selling, sales management, marketing analytics and strategic marketing.

Master of Science in Marketing

The Master of Science in Marketing is a one-year (10-month) program that will provide rigorous graduate education focused on areas of marketing that are relevant to, and demanded by today's business environment, namely, digital marketing, brand development, and marketing analytics.

The program will be taught in a lockstep fashion that allows each course to be integrated into the overall theme of the program such that examples and exercises that are relevant to the three areas of focus will be used to reinforce students' learning. Likewise, the overall focus of digital, branding, and analytics will be incorporated into each course. As a whole, the program will cover digital marketing (from general e-marketing to social media to digital marketing strategies), the psychology and economics of buyer behavior, how to conduct marketing research in today's electronic environment, the development of brand equity and its implications for organizational success, the use of marketing analytics to improve the efficiency of marketing activities, as well as marketing management and overall strategy.

Admission Requirements

To be eligible for admission to the program, students must:
1. Hold a bachelor's degree (or equivalent) from an accredited college of university;
2. Have a minimum GPA of 3.0 (on a 4-point scale) in all of their upper division course work or have earned a graduate degree with a minimum of a 3.0 GPA;
3. Provide three letters of recommendation from professional supervisors and/or former faculty that attest to the applicant's educational background, motivation, and analytical skills;
4. Provide a series of personal statements regarding their motivation to attend the program, personal and career goals, and contributions that they will bring to their colleagues and fellow students;
5. Have at least 3 years of professional work experience or score at least 500 on the Graduate Management Admissions Test (GMAT) or the equivalent on the Graduate Record Exam (GRE);
6. Complete an interview with one of the faculty advisors or the director of the program;
7. Applicants who studies were completed outside of the US must demonstrate proficiency in the English language by presenting a minimum score of 80 on the iBT TOEFL (equivalent to 550 on the paper-based version) or 6.5 overall on the International English Language Testing System (IELTS); and
8. Be in good standing at all previously-attended colleges and universities.

Admissions at the graduate level are competitive and meeting the minimum program requirements does not guarantee admission.

Graduation Requirements

Completion of 10 graduate courses equivalent to 30 graduate credit hours and the completion of a series of Professional Development Seminars and/or an Internship approved by the Faculty Advisor.

To be eligible for a Master's degree, a student must:
1. Satisfy all university requirements for a master's degree;
2. Satisfy any required prerequisites;
3. Complete any required professional development seminars and/or internships;
4. Complete required courses in the enrolled graduate program; and
5. Earn a minimum average of "B" (3.0) in all approved courses in the student's approved course of graduate study.

No courses in which a graduate student earns a grade below "C" may be counted toward any master's degree program in the Chapman School. However, all approved undergraduate and graduate course work a graduate student takes will be counted in computing his or her grade point average, including courses in which he or she earned a "D" or "F" grade.

Required Courses

MAR 6805	Marketing Management in the Global Environment	3
MAR 6722	E-Marketing	3
MAR 6506	Consumer Behavior	3
MAR 6646	Marketing Research	3
MAR 6880	Social Media Marketing	3
MAR 6336	Integrated Marketing Communication	3
MAR 6675	Marketing Analytics	3
MAR 6838	Brand Management	3
MAR 6735	Digital Marketing Strategies	3

And one of:

MAR 6819	Marketing Strategy	3
MAR 6936	Special Topics in Marketing	3
MAR 6075	Current Issues in Marketing I	3

Professional Development Seminars and/or an appropriate internship will be required.

Marketing Concentration in the Ph.D. Program

All students are required to complete a minimum of 15 courses in addition to the College Colloquium series. Students concentrating in Marketing must take all seven of the seminars offered by the Marketing Department; these seminars are listed below. In addition, students are required to take a two-course sequence in research methods and between two to four courses in statistics (the number of required courses in statistics depends upon the student's level of statistical knowledge upon entering the program). Other coursework will be selected by the student with the advice and consent of the Department's Ph.D. Committee. To remain in the program, students are expected to maintain a GPA of 3.5 or better in the seven courses comprising the Marketing concentration. In addition, students are expected to maintain a GPA of 3.3 or better in all of their other coursework. The Ph.D. Program is a 75-credit program.

Major Field Courses (8 courses, 24 credits)

MAR 7622	Marketing Research Methodology I	3
MAN 7155	Fundamentals of Behavioral Research	3
MAR 7507	Seminar in Consumer Behavior	3
MAR 7786	Marketing Theory	3
MAR 6936	Special Topics in Marketing	3
MAR 7623	Marketing Environment	3
MAR 7817	Seminar in Marketing Management	3
MAR 7399	Seminar in Advertising and Persuasion	3
MAR 6936	Special Topics in Marketing	3

Independent Study (2 courses, 12 credits)

MAR 6915	Independent Study in Marketing	12

Quantitative Courses (4 courses, 12 credits)

Students must complete four quantitative courses including

Required

EDF 6486	Advanced Data Analysis in Quantitative Educational Research (REQUIRED)	3

OR

STA 6167	Statistical Methods in Research II (REQUIRED)	3

AND

EDF 7419C	Applied Regression Analysis for Educational Research (REQUIRED)	3

AND

STA 5206	Experimental Design (REQUIRED)	3
EDF 7403C	Data Analysis in Multivariate Educational Research	3
EDF 7412C	Structural Equation Modeling for Educational Research	3
PSY 5246	Multivariate Analysis in Applied Psychological Research	3
PSY 5939	Special Topics	3
PHC 6062	Systematic Reviews and Meta-Analysis	3

Research Projects

Students' research skills are further developed through summer projects during their first and second years in the program. These projects are supervised by faculty and are multi-faceted in their intended purpose.

Many students have never been involved with a research project from start to finish. The first year project is intended to familiarize students with the research process. The emphasis is on executing a manageable project during the allotted time rather than the novelty of the thinking behind the research. Much more emphasis is given to the creativity of the research for the second summer project. Ideally, this research would serve as a stepping stone for the student's dissertation, which will be the focus of the last two years of the program. Both summer projects require the submission of a written paper and presentation to the marketing faculty.

Year I
Fall

MAR 7622	Marketing Research Methodology	3
	OR	
MAN 7155	Fundamentals on Behavioral Research	3
MAR 7786	Seminar in Marketing Theory	3
EDF 6486	Advanced Data Analysis in Quantitative Educational Research	3
	OR	
STA 6167	Statistical Methods in Research II	3

Spring

MAR 7817	Seminar in Marketing Management	3
MAR 6936	Special Topics in Marketing	3
EDF 7419C	Applied Regression Analysis for Educational Research	3

Summer

| MAR 6915 | Independent Study in Marketing | 6 |

Year II
Fall

MAR 7507	Seminar in Consumer Behavior	3
MAR 7623	Seminar in Marketing Environment	3
STA 5206	Experimental Design	3

Spring

MAR 6936	Special Topics in Marketing	3
MAR 6936	Special Topics in Marketing	3
Quantitative Course		3

Summer

| MAR 6915 | Independent Study in Marketing | 6 |

Year III
Fall

| MAR 7981 | Ph.D. Dissertation Prep | 9 |

Spring

| MAR 7980 | Ph.D. Dissertation | 3 |

Summer

| MAR 7980 | Ph.D. Dissertation | 3 |

Year IV
Fall

| MAR 7980 | Ph.D. Dissertation | 3 |

Spring

| MAR 7980 | Ph.D. Dissertation | 3 |

Summer

| MAR 7980 | Ph.D. Dissertation | 6 |

Master of Science in Logistics and Supply Chain Management

The MS in Logistics and Supply Chain Management is a one year (10-month) program that will provide rigorous graduate education that focuses on logistics technology, data analytics, and distribution modeling, which are areas relevant to, and demanded by, today's business environment. The program will be taught in a lockstep fashion which will allow the themes of logistics technology, data analytics, and distribution modeling to be incorporated into each course. As a whole, the program will cover all aspects of logistics technology, quantitative and qualitative methodologies for product design, warehousing, procurement and contracting, how to conduct research and data analytics in today's electronic environment, the use of computer algorithms to predict product distribution models, as well as marketing management and overall strategy.

Required Courses:

SCM 6016	Supply Chain Management	3
MAR 6805	Marketing Management in the Global Environment	3
SCM 6136	Purchasing and Inventory Management	3
MAR 6203	Omni-Channel Marketing and Distribution Systems	3
TRA 5245	Transportation Logistics	3
MAR 6860	Customer Relationship Management	3
SCM 6721	Import/Export and	
	International Logistics	3
MAR 6446	Negotiations	3
SCM 6216	Logistics Strategy	3
SCM 6206	Logistics Systems and Analytics	3

Professional development seminars and/or an appropriate internship, for zero credit, will be required.

Admission Requirements

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1. Hold a bachelor's degree (or equivalent) from an accredited college or university;
2. Have a minimum GPA of 3.0 (on a 4-point scale) in all of their upper division course work or have earned a graduate degree with a minimum of a 3.0 GPA;
3. Provide three letters of recommendation from professional supervisors and/or former faculty that attest to the applicant's educational background, motivation, and analytical skills;
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