

# MARKETING AND INTERNATIONAL BUSINESS

Chair: Min Hua Lu, Department of Marketing and International Business

Within the Leon Hess Business School (<http://www.monmouth.edu/business-school/about-leon-b.-hess.aspx>), students can pursue a number of academic degree programs (<http://www.monmouth.edu/university/undergraduate-programs.aspx#business>), including those available in the Department of Marketing and International Business.

The program prepares students for success through an effective contemporary business education. The program provides an education that helps to qualify its graduates for positions of leadership in both the private and public sectors. Curricula are developed, taught, and regularly updated by faculty members with strong academic and business experience. The faculty members stress the development of critical thinking, sophisticated communications skills, and a flexible managerial perspective.

Students are primed for leadership through a comprehensive curriculum that prepares them to assume responsibility in every phase of marketing.

## Programs Majors

- B.S. in Business Administration with a Concentration in International Business (<https://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/business-administration-bs-concentration-international-business/>)
- B.S. in Business Administration with a Concentration in Marketing (<https://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/business-administration-bs-concentration-marketing/>)
- B.S. in Business Administration with a Concentration in Marketing and Management (<https://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/marketing-international-business/business-administration-bs-concentration-marketing-management/>)

## Minor

- Marketing (<https://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/marketing-minor/>)

## Faculty

**Ashley Bosonac**, Lecturer. B.S., Virginia Polytechnic Institute and State University; MBA, Duquesne University; Ph.D., Old Dominion University  
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**Michael Chattal**, Assistant Professor (Graduate Faculty). B.S., University of Maryland; M.S., Troy State University; M.Phil., Ph.D., Baruch College, City University of New York. International marketing and consumer behavior topics such as, nation-branding and overcoming national stereotypes, luxury consumption, cross-cultural research, and global entrepreneurship.  
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**Raj Devasagayam**, Professor (Graduate Faculty).  
Dean, Leon Hess Business School. B.A., Vikram University, India; M.A., Mumbai University, India; Ph.D., Florida Atlantic University; graduate, Harvard Graduate School of Education.

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**Dennis Gallagher**, Specialist Professor. B.S., M.S., Rutgers University; M.A., Columbia Business School; Ph.D., University of Washington.  
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**Susan Forquer Gupta**, Associate Professor (Graduate Faculty).  
Associate Provost. B.S., M.S., University of Missouri-Columbia; Ph.D., University of Tennessee-Knoxville. Primary interests include international and global marketing and brand management, national culture measures and cultural value dimensions, environment and behavior and the context of decision making, cross cultural virtual teams, and sustainable (environment, societal, and economic) community development  
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**Min-Hua Lu**, Associate Professor and Chair (Graduate Faculty). B.A., M.A., Beijing Institute of Foreign Trade; D.B.A., George Washington University. Primary interests are in strategic marketing management, international/global marketing management, and global sustainability of economics.  
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**Nguyen Pham**, Associate Professor (Graduate Faculty). B.S., Vietnam University; M.B.A., Rutgers University; Ph.D., Arizona State University. Current research is in the area of marketing focusing on consumer behavior, which involves understanding the role of various psychological processes underlying consumers' judgements and decision making, more specifically: food decision making and consumer well-being; and emotions and consumer-brand relationships.  
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**Joseph F. Rocereto**, Professor (Graduate Faculty). B.A., Dickinson College; M.B.A., Ph.D., Drexel University. Primary research interests are brand anthropomorphization, customer loyalty, strategic branding, and integrated marketing communications. Other interests include the use of color in marketing communications and the effects of self-concept congruity constraints.  
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**Anna Sadovnikova**, Assistant Professor (Graduate Faculty). M.S., Moscow Technical University of Communication and Informatics, Russia; M.B.A., University of Baltimore, Ph.D., McMaster University, Canada.  
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## Courses

**BI-298 Special Topics in International Marketing** Credits: 1-3  
Course Type(s): None

An intensive study of a particular subject or problem in international marketing, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

**BI-388 Cooperative Education: International Business Concentration** **Credits: 3**

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course, along with successful completion of thirty credits and a minimum G.P.A. of 2.00.

**BI-389 Internship in International Business** **Credits: 3**

Prerequisite(s): BM-250, BK-250, BM-471, BK-453, Junior standing, and a minimum G.P.A. of 2.10

Course Type(s): EX1

An opportunity to apply classroom theory in both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits. This course may be repeated for credit. Departmental approval is required to take this course.

**BI-399 Independent Study in International Business** **Credits: 3**

Term Offered: Spring Term

Course Type(s): None

Independent Study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.

**BI-419 Export/Import Marketing and Logistics** **Credits: 3**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Spring Term

Course Type(s): None

Export/Import Marketing deals with ways to do business with the global market whether that is through importing or exporting a product or service. This course will cover how and why we import/export, government regulations, marketing strategies, documentation, procedures, tariff & non-tariff barriers, financing, method of payments, transportation, logistics, laws, Free Trade Agreements and related topics. Also listed as BK-419.

**BI-488 Cooperative Education: International Business Concentration** **Credits: 3**

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course, along with successful completion of thirty credits and a minimum G.P.A. of 2.00.

**BI-489 Internship in International Business** **Credits: 3**

Prerequisite(s): BM-250, BK-250, BM-471, BK-453, Junior standing and a minimum G.P.A. of 2.10

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits. This course may be repeated for credit. Departmental approval is required to take this course.

**BI-498 Special Topics in International Business (400 Level)** **Credits: 1-3**

Prerequisite(s): BK-250 or as announced in the course schedule

Term Offered: Spring Term

Course Type(s): None

An intensive study of a particular subject or problem in International Business to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

**BI-499 Independent Study in International Business** **Credits: 3**

Term Offered: All Terms

Course Type(s): None

Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.

**BK-250 Principles of Marketing** **Credits: 3**

Term Offered: All Terms

Course Type(s): None

Fundamental concepts involved in satisfying consumer objectives through goods and services; consumer characteristics; marketing system environments; middlemen; analysis of consumer and industrial goods; and physical distribution.

**BK-298 Special Topics in Marketing (200 Level)** **Credits: 1-3**

Course Type(s): None

An intensive study or a particular subject or problem in marketing, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.

**BK-301 Marketing Research** **Credits: 3**

Prerequisite(s): BE-251 and BK-250 both passed with a grade of C or higher

Course Type(s): None

Methods, tools, and reasons for marketing research in support of distribution planning and policy formulation by top management; basic planning, questionnaire design, preliminary testing, field interviewing, sampling, data processing and analysis. A grade of "C" or better in BK-301 is required in order to take BK-453 International Marketing and BK-459 Managerial Marketing.

**BK-304 Consumer Behavior** **Credits: 3**

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

A marketing strategy approach evaluating consumer attitudes and buying patterns; motivational and cognitive aspects of buying behavior; target market identification; and social class relationships. A grade of "C" or better in BK-304 is required in order to take BK-459 Managerial Marketing.

**BK-311 Principles of Advertising** **Credits: 3**

Prerequisite(s): BK-250 passed with a grade of C or higher

Course Type(s): None

Current practices in advertising, including its purpose and place, preparation and appeal, techniques, layout, and copywriting through visualized layouts and current media.

- BK-388 Cooperative Education: Marketing Concentration Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher, a minimum G.P.A. of 2.00, and completion of thirty credits, fifteen of which have been completed at Monmouth University  
Term Offered: All Terms  
Course Type(s): None  
An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course.
- BK-389 Internship in Marketing Credits: 1-3**  
Prerequisite(s): BM-250, BK-250, Junior standing and a minimum G.P.A. of 2.00  
Term Offered: All Terms  
Course Type(s): None  
An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits. Departmental approval is required to take this course.
- BK-398 Special Topics in Marketing (300 Level) Credits: 1-3**  
Course Type(s): None  
An intensive study of a particular subject or problem in marketing, to be announced prior to registration. The course may be conducted on either a lecture-discussion or a seminar basis. If a prerequisite is required it will be announced in the course schedule.
- BK-399 Independent Study in Marketing Credits: 3**  
Term Offered: Spring Term  
Course Type(s): None  
Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.
- BK-401 Marketing Research Credits: 3**  
Term Offered: All Terms  
Course Type(s): None  
Methods, tools, and reasons for marketing research in support of distribution planning and policy formulation by top management; basic planning, questionnaire design, preliminary testing, field interviewing, sampling, data processing and analysis.
- BK-402 Retail Marketing Management Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher  
Term Offered: Spring Term  
Course Type(s): None  
Examines marketing within the consumer retail environment. Focuses on fundamental aspects of retailing including retail customer strategy, merchandising trends, display layouts, pricing, vendor relations, and location.
- BK-404 Consumer Behavior Credits: 3**  
Term Offered: All Terms  
Course Type(s): None  
A marketing strategy approach evaluating consumer attitudes and buying patterns; motivational and cognitive aspects of buying behavior; target market identification; and social class relationships.
- BK-406 Marketing Analytics Credits: 3**  
Prerequisite(s): BK-250 and BK-301 both passed with a Minimum grade of C or higher.  
Term Offered: All Terms  
Course Type(s): None  
This course introduces students to methods for analyzing data residing in firms' customer databases. We will review all necessary statistical concepts and learn how to use SPSS to conduct a variety of marketing analyses using customer databases. In addition, we will discuss Google Analytics, social listening tools, and data visualization.
- BK-407 Digital Marketing Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher  
Term Offered: Fall Term  
Course Type(s): None  
Digital marketing combines established marketing concepts with the creative use of new digital models and digital tools, such as social media marketing, search engine optimization, mobile and email marketing. Successful students will complete the course with a comprehensive knowledge of how to develop an integrated digital marketing strategy from formulation to implementation.
- BK-411 Principles of Advertising Credits: 3**  
Term Offered: All Terms  
Course Type(s): None  
Current practices in advertising, including its purpose and place, preparation and appeal, techniques, layout, and copywriting through visualized layouts and current media.
- BK-419 Export/Import Marketing and Logistics Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher  
Term Offered: Spring Term  
Course Type(s): None  
Export/Import Marketing deals with ways to do business with the global market whether that is through importing or exporting a product or service. This course will cover how and why we import/export, government regulations, marketing strategies, documentation, procedures, tariff & non-tariff barriers, financing, method of payments, transportation, logistics, laws, Free Trade Agreements and related topics. Also listed as BI-419.
- BK-420 Health Care Management and Marketing Credits: 3**  
Prerequisite(s): BM-250, and BK-250 passed with a grade of C or higher  
Term Offered: Spring Term  
Course Type(s): None  
An introductory overview of the U.S. healthcare system and its overall management and marketing issues, including coverage of its past and present political, organizational, socioeconomic, behavioral, human resource, educational, and utilization dimensions.
- BK-421 Marketing of Services Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher  
Course Type(s): None  
Examines the applications of the conceptual framework of marketing within the service business context. Focuses on the characteristics of the service environment, as well as important considerations in the services marketing-mix strategies.
- BK-422 Principles of Personal Selling Credits: 3**  
Prerequisite(s): BK-250 passed with a grade of C or higher  
Course Type(s): None  
Theory and practice of personal selling; qualifications and preparation of the salesperson, the psychology of selling, and the various steps that enter into the sale itself.

**BK-431 Sports Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: Fall Term

Course Type(s): None

Classroom lectures and readings will illuminate the theoretical underpinnings and practical applications of marketing strategies to the collegiate and professional sport, special events, international sport, broadcasting, facility management, and sporting goods industries.

**Credits: 3****BK-452 Business Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher

Term Offered: All Terms

Course Type(s): None

Aspects of marketing raw and semi-manufactured materials; industrial equipment of all kinds and other production goods; focus on product, market, and channel analyses.

**Credits: 3****BK-453 International Marketing**

Prerequisite(s): BK-301 passed with a grade of C or higher, EN-101, and EN-102

Term Offered: All Terms

Course Type(s): WT

Analysis of the policy, managerial, and implementation considerations involved in seeking multinational business opportunities with emphasis on the role of environmental and cultural differences in developing strategies for foreign market penetration.

**Credits: 3****BK-457 Social Media Marketing**

Prerequisite(s): BK-250 passed with a grade of C or higher, and IT-150 or IT-100

Term Offered: All Terms

Course Type(s): None

Explores marketing strategies and tactics to gain website traffic, brand exposure, consumer insight, customer engagement, and sales through social media platforms. Social media marketing is a dynamic component of integrated marketing communications, and as such it must be carefully coordinated within the branding and promotional mix as well as across paid, owned and earned media through a comprehensive social media marketing plan.

**Credits: 3****BK-459 Managerial Marketing**

Prerequisite(s): BK-301 and BK-304 both passed with a grade of C or higher

Term Offered: All Terms

Course Type(s): None

Application of management principles to the integrated marketing function, both internally within the various units of the marketing division and externally in coordination with the other major divisions of the company.

**Credits: 3****BK-480 Business Research: Marketing**

Term Offered: Spring Term

Course Type(s): None

Active participation in a research project chosen by and currently being pursued by the faculty sponsor. Student activities may include but are not limited to: literature search, data collection, data analysis, preparation of a manuscript, and delivery of a manuscript.

**Credits: 3****BK-488 Cooperative Education: Marketing Concentration** **Credits: 3**

Prerequisite(s): BK-250 passed with a grade of C or higher, a minimum G.P.A. of 2.00 and completion of thirty credits, fifteen of which have been earned at Monmouth University

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential education. Experiential education involves fifteen to twenty hours of work per week for three credit hours. Academic aspects include reading assignments and a term paper. This course may be repeated for credit. Departmental approval is required to take this course.

**BK-489 Internship in Marketing****Credits: 3**

Prerequisite(s): BM-250, BK-250 passed with a grade of C or higher, Junior standing and a minimum G.P.A. of 2.00

Term Offered: All Terms

Course Type(s): None

An opportunity to apply classroom theory in practice through actual work experience; includes both academic and experiential learning. Experiential part involves fifteen to twenty hours of work experience per week for three credit hours; academic aspect includes reading assignments and a term paper. Students are limited to nine internship free elective credits.

**BK-498 Special Topics in Marketing (400 Level)****Credits: 1-3**

Prerequisite(s): BK-250 passed with a minimum grade of C or higher, or as announced in the course schedule

Term Offered: All Terms

Course Type(s): None

An intensive study of a particular subject or problem in marketing to be announced prior to registration. May be conducted on either a lecture-discussion or a seminar basis.

**BK-499 Independent Study in Marketing****Credits: 3**

Term Offered: All Terms

Course Type(s): None

Independent study on a Business Administration topic not substantially treated in a regular course; work will include scheduled conferences with sponsoring professor and written reports. Prior permission of the directing professor and department chair is required to take this course.