

# 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, 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 Masters

- M.B.A. with a Concentration in Marketing (<http://catalog.monmouth.edu/graduate-catalog/leon-hess-business/marketing-international-business/mba-concentration-marketing/>)

## Faculty

**Michael Chattalas**, 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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**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**, Assistant 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

**BK-520 Foundations of Marketing Management** Credits: 1.5

Term Offered: All Terms

Course Type(s): None

As a foundation course, this course provides MBA students with fundamental concepts in marketing management involving companies to satisfy their consumers' objectives through right goods and services based on understanding consumer characteristics and marketing system environments; introducing the marketing mix strategies based on thorough analysis of consumer and market environment, promote, distribute and price products and services to satisfy and organize buyers.

**BK-599 Business Research** Credits: 1-3

Course Type(s): None

Independent research in Business Administration in an area not substantially treated in a regular course offering, under the supervision of a business administration faculty member; written evaluation of the research required. Student must be within nine credits of graduation. Prior permission of the directing professor and department chair is required to take this course.

**BK-614 Marketing Management** Credits: 3

Prerequisite(s): BK-520

Term Offered: All Terms

Course Type(s): None

An integrated approach to managing the business function of marketing: planning, organizing, controlling, and measuring the total marketing effort; managerial principles and practices applied to the marketing process.

**BK-620 Marketing Research** Credits: 3

Prerequisite(s): BK-520

Course Type(s): MBA.K

Tools and techniques for conducting, evaluating, and utilizing marketing research; decisions concerning pricing, promotion, personal selling, consumer behavior, and distribution policies evolving from the research data.

**BK-631 Customer Relationship Management****Credits: 3**

Prerequisite(s): BK-520

Course Type(s): MBA.K

Customer Relationship Management (CRM) is the process of managing all aspects of interactions with customers, including prospecting, sales, promotions and service. The value to marketing is the insights into the company/customer relationship by combining all these views of customer interaction into one picture to improve customer relations, attract new customers, and improve customer retention and profitability.

**BK-632 B2B Marketing****Credits: 3**

Prerequisite(s): BK-520

Course Type(s): MBA.K

This course focuses on the strategies and tactics used for marketing to organizations. The organizations may include businesses, institutions, not-for-profits and governmental agencies. Business marketing recognizes that differences between organizational and consumer buying behavior is important to the marketing approach, as are the complexities of individual marketplaces. Students will learn to recognize the need to tailor marketing solutions to individual organizations (or segments) rather than pursue conventional consumer marketing mix strategies.

**BK-639 Promotional Strategy****Credits: 3**

Prerequisite(s): BK-520

Term Offered: Fall Term

Course Type(s): MBA.K

Integrated marketing communications including advertising, sales promotion, direct response, personal selling, public relations, and Internet/e-marketing. Focus is on the understanding and developing of promotional strategies from a theory and real-world (case- analysis) approach.

**BK-640 Consumer Behavior****Credits: 3**

Prerequisite(s): BK-614

Term Offered: All Terms

Course Type(s): MBA.K

An in-depth study of the various perspectives, theories, and contributors to behavior displayed by consumers in the search, purchase, use, evaluation, and disposal of economic goods and services including the decision processes that precede and determine these acts.

**BK-641 Advertising and Media Management****Credits: 3**

Prerequisite(s): BK-520

Term Offered: Spring Term

Course Type(s): MBA.K

An integrated approach to analyzing and managing advertising as an effective element in the promotional mix.

**BK-650 International Marketing Management****Credits: 3**

Prerequisite(s): BK-520

Course Type(s): MBA.K, MBA.I

Strategic marketing decisions for sustainable international and global markets including overall market analysis, market entry decisions, branding decisions, consumer differences, and the external environment factors (culture, climate, political, legal, environment, economic, technological, and competitive) that inform product, pricing, distribution and promotional strategies.

**BK-698 Special Topics in Marketing****Credits: 3**

Prerequisite(s): BK-520

Term Offered: All Terms

Course Type(s): None

Subject matter varies according to the interest of the students and the professor. The exact nature of the topic covered is indicated in the student's permanent record.

**BK-699 Independent Research in Marketing****Credits: 3**

Prerequisite(s): BK-520

Term Offered: All Terms

Course Type(s): None

Independent research in Business Administration in an area not substantially treated in a regular course offering, under the supervision of a business administration faculty member; written evaluation of the research is required. The student must be within nine credits of graduation. Prior permission of the directing professor and department chair is required to take this course.