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 (http://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/business-administration-bs-concentration-international-business/)

• B.S. in Business Administration with a Concentration in Marketing (http://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 (http://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/marketing-international-business/business-administration-bs-concentration-marketing-management/)

Minors

• Marketing (http://catalog.monmouth.edu/undergraduate-catalog/leon-hess-business/marketing-minor/)

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.
mchattal@monmouth.edu

Dennis Gallagher, Specialist Professor. B.S., M.S., Rutgers University; M.A., Columbia Business School; PhD, University of Washington.
dgallagh@monmouth.edu

Susan Forquer Gupta, Associate Professor (Graduate Faculty). Director, MBA Program. 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
sgupta@monmouth.edu

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.
mlu@monmouth.edu

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.
npham@monmouth.edu

Joseph F. Rocereto, Associate 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.
jroceret@monmouth.edu

Anna Sadovnikova, Assistant Professor. M.S., Moscow Technical University of Communication and Informatics, Russia; M.B.A., University of Baltimore, Ph.D.; McMaster University, Canada.
asasadovni@monmouth.edu

Courses

BI-298  Special Topics in International Marketing Credits: 1-3
Course Type(s): None
An intensive study or 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):** None  
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-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.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
<th>Prerequisite(s)</th>
<th>Course Type(s)</th>
<th>Term Offered</th>
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</thead>
<tbody>
<tr>
<td>BK-401</td>
<td>Marketing Research</td>
<td>3</td>
<td>- 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.</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-402</td>
<td>Retail Marketing Management</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>Spring Term</td>
</tr>
<tr>
<td>BK-404</td>
<td>Consumer Behavior</td>
<td>3</td>
<td>- Term Offered: All Terms</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-407</td>
<td>Digital Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>Fall Term</td>
</tr>
<tr>
<td>BK-411</td>
<td>Principles of Advertising</td>
<td>3</td>
<td>- Term Offered: All Terms</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-419</td>
<td>Export/Import Marketing and Logistics</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>Spring Term</td>
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<tr>
<td>BK-420</td>
<td>Health Care Management and Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BM-250, and BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>Spring Term</td>
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<tr>
<td>BK-421</td>
<td>Marketing of Services</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-422</td>
<td>Principles of Personal Selling</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-431</td>
<td>Sports Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher</td>
<td>None</td>
<td>Fall Term</td>
</tr>
<tr>
<td>BK-453</td>
<td>International Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BK-401 passed with a grade of C or higher, EN-101, and EN-102</td>
<td>WT</td>
<td>All Terms</td>
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<tr>
<td>BK-457</td>
<td>Social Media Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BK-250 passed with a grade of C or higher, and IT-150 or IT-100</td>
<td>None</td>
<td>All Terms</td>
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<tr>
<td>BK-459</td>
<td>Managerial Marketing</td>
<td>3</td>
<td>- Prerequisite(s): BK-401 and BK-404 both passed with a grade of C or higher</td>
<td>None</td>
<td>All Terms</td>
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</tbody>
</table>
BK-480  Business Research: Marketing  Credits: 3
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.

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.