

MARKETING (MKT)

MKT 215 Salesmanship (3 Credits)

An exploration of the sales function in an organization. This course will show the importance of sales and how the sales function relates to the overall market concept. Students will also be introduced to the basic sales process as well as the skills needed in a selling situation. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

MKT 220 Principles of Marketing (3 Credits)

This is an introductory course, which shows the importance of marketing to all organizations as well as the role marketing plays in everyday lives. The course covers the traditional market mix components of product, distribution, promotion and price all in the context of the marketing concept. Target marketing, market research and marketing ethics are also discussed. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

MKT 298 Special Topic in Marketing (3 Credits)

Topic to be specified each semester course offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

MKT 310 Business Advertising and Promotion (3 Credits)

The purpose of this course is to acquaint students with the methods and decision-making process in developing an integrated strategy involving advertising, promotions and publicity and the interrelatedness between these three specific areas. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: MKT 220.

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

MKT 312 Consumer Behavior (3 Credits)

To study the factors that determine what, when, how, where, and why consumers purchase and use goods and services. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: PSY 100.

Co-Requisites: None

Fees: None

MKT 315 Marketing Management and Strategy (3 Credits)

Marketing management and strategy is a concise and practical management guide to the latest ideas in marketing and strategy. In this course, students will learn to ascertain market needs and to strategically plan to fill those needs while serving an increasingly diverse population. Topics will include market analysis and measurement, competitive analysis, product strategy, promotion strategy, distribution strategy and pricing strategies for both domestic and foreign markets. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: MKT 220.

Co-Requisites: None

Restrictions: Enrollment limited to students with a classification of Junior or Senior.

Fees: None

MKT 346E Managing The Marketing Function (4 Credits)

This course examines the strategic role of marketing and the decision-making role of marketing managers. Emphasis is placed on how the organization seeks to understand its customers while serving increasingly diverse markets. The course is designed to enhance the student's ability to make ethical, comprehensive decisions about product distribution, product promotion, and pricing issues. The use of modern technology is explored through e-business, the Internet, globalization, and evolving and new media sources. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

MKT 346X Managing The Marketing Function (4 Credits)

This course examines the strategic role of marketing and the decision-making role of marketing managers. Emphasis is placed on how the organization seeks to understand its customers while serving increasingly diverse markets. The course is designed to enhance the student's ability to make ethical, comprehensive decisions about product distribution, product promotion, and pricing issues. The use of modern technology is explored through e-business, the Internet, globalization, and evolving and new media sources. Offered as needed.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Fees: None

MKT 398 Special Topic in Marketing (3 Credits)

Topic to be specified each semester course offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None

MKT 498 Independent Study in Marketing (3 Credits)

Topic to be specified each semester course offered.

Department: Business, Management Leaders

Pre-Requisites: None

Co-Requisites: None

Restrictions: Enrollment is limited to Undergraduate level students.

Fees: None