

Marketing (MKT)

(Business Department)

MKT 101—Principles of Marketing

3 cr. (Fall/Spring)

The thrust of this course is the "marketing concept" which stresses the organization's first goal: customer satisfaction. Students use a systems approach to integrate the major marketing areas such as: Marketing Plan, Marketing Research, Consumer Buying Behavior, Product/Service Concepts, Promotion, Ethics and Social Responsibility. Marketing applications are developed through the strategic marketing process, which identifies the target market and its support of the marketing mix. Student exercises include customer service and Internet projects.

Prerequisite: Successful completion (DVP) of MAT 040 or successful completion (DVP) of MAT 010 or placement into MAT 020 or placement into MAT 092 or higher.

MKT 115—E-Marketing Principles

3 cr. (Fall)

This course explores how web-based applications, services, and social networks are used to identify and target customers. E-Marketing integrates online and offline strategies. Students will learn data mining techniques and develop a social media marketing campaign.

MKT 201—Principles of Advertising

3 cr. (Fall)

Students learn to identify the role of advertising and how it reflects society. Emphasis is placed on the need for strategic planning in order to determine creative tactics - visualization, copywriting and layout - and use of media (traditional, electronic, print and new) vehicles. Current materials from today's Advertising Agency departments are utilized.

Prerequisite: MAT 010 or math placement into MAT 020 or higher

Note: BUS 103 and MKT 101 are the recommended pre- or co-requisite courses for Business majors

MKT 202—Salesmanship

3 cr. (Spring)

Emphasis is placed on application of selling principles, various sales roles and motivational factors. Topics include: electronic commerce, prospecting, preparing the sales presentation, obtaining the appointment, the demonstration, and meeting objections and the use of the Internet in sales. Students participate in role-playing, dialogue, case analysis, and formal presentation.

MKT 203—Marketing Management

3 cr. (Fall)

A study of the application of the principles underlying effective marketing management. The student examines the impact of marketing management decisions on such major areas as market research, product development, industrial marketing, promotion, pricing, and distribution. A field study market research project is included.

Prerequisite: MKT 101

MKT 204—Problems in Marketing

3 cr. (Spring)

Marketing problems are analyzed by use of the case study approach. This approach emphasizes the interrelationship of marketing management to the areas of accounting, economics, mathematics, and statistics toward the solution of problems. Topics include: product development and trend policy, channels of distribution, market research, pricing, advertising, and selling.

Prerequisite: MKT 101