

MARKETING (MKTG)

MKTG 3120 - Principles of Marketing (3 Credits)

A course designed to show the characteristics, history, and functions related to marketing. Emphasis is on product definition, promotion, distribution, and pricing. Offered: Fall, Spring, Summer.

Prerequisites: ECON 2106

Lecture hours: 3

MKTG 3130 - Consumer Behavior (3 Credits)

Study of the theories of consumer behavior with contribution from social sciences, and the implications on human consumption including decision-making factors which impact consumer purchasing patterns.

Offered: Spring.

Prerequisites: (MKTG 3120 or MKTG 330)

Lecture hours: 3

MKTG 3132 - Fundamentals of Selling (3 Credits)

This course covers each aspect of the sales process. Attention is devoted to such sales activities as prospecting planning, product demonstrations, responding to objections, obtaining commitment, and relationship building. Each student is required to develop a sales presentation.

Offered: Spring.

Prerequisites: MKTG 3120

Lecture hours: 3

MKTG 3134 - Marketing Research (3 Credits)

An introduction to methods used in market research, types of research, research design, and application of research results. Includes hands-on application of research methodology. Offered: Fall.

Prerequisites: (MKTG 3120 or MKTG 330)

Lecture hours: 3

MKTG 3136 - Promotion & Advertising (3 Credits)

A course intended to provide an understanding of promotion and advertising, their functions in our way of life, and their role in business.

Offered: Fall.

Prerequisites: (MKTG 3120 or MKTG 330)

Lecture hours: 3

MKTG 4140 - Retail Management (3 Credits)

An introduction to the structure of retailing and problems associated with the management of retail stores and other channels of distribution.

Offered: Fall.

Prerequisites: (MKTG 3120 or MKTG 330)

Lecture hours: 3

MKTG 4170 - Marketing Management (3 Credits)

Management of marketing function, management skills and strategies applicable to management of marketing functions and their interrelationships within the environment of the firm. Offered: Spring.

Prerequisites: MKTG 3120

Restrictions:

Students with a semester level of Freshman or Sophomore may **not** enroll.

Lecture hours: 3