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. Prerequisites ECON 2106. Offered: Fall, Spring, and Summer.

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. Prerequisites MKTG 3120 Offered: Spring.

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. Prerequisite: MKTG 3120. Offered: Spring.

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. Prerequisite: MKTG 3120 Offered: Fall.

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. Prerequisite: MKTG 3120 Offered: Fall.

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. Prerequisite: MGMT 3120 Offered: Fall.

MKTG 4148. Sales Management. (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. Prerequisite: MKTG 3130.

MKTG 4150. Professional Development. (3 Credits)
This course is designed to prepare students for the work world for entrepreneurial endeavors and for the success in corporate America. Areas covered include business ethics, professionalism, dining etiquette and business logistics.

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. Prerequisites: MKTG 3120 Offered: Spring.

MKTG 4180. Marketing Information Systems. (3 Credits)
Marketing Information Systems is designed to help students gain an understanding of how and why Internet web sites are developed, how they are used to build an audience and how companies use them to generate sales and profits. Students will also learn the strategies companies use to drive traffic to a site and the role that marketing plays in developing successful websites. Prerequisite: MKTG 3120. Offered: Spring.