

MARKETING/ ENTREPRENEURSHIP (MKTG)

MKTG 560 TOPICS IN MARKETING/ENTREPRENEURSHIP1-3 Credits

Topics or seminars will be selected as needed to keep students abreast of contemporary issues in marketing/entrepreneurship.

MKTG 600 INDEPENDENT STUDY OR RESEARCH1-3 Credits

Study or research in an area of special interest. The number of credit hours is determined by the topic and the amount of work required.

Add Consent: Instructor Consent

Requirements: Permission of instructor, department chair and academic dean required.

MKTG 630 MARKETING MANAGEMENT3 Credits

Management of the marketing process to include planning, pricing, promotion, and distribution of ideas, products, and services to give the organization a competitive edge.

MKTG 635 ENTREPRENEURSHIP-NEW VENTURE CREATIONS3 Credits

This course will focus on the process of starting a business venture. We will consider the business start-up process from concept to roll and continue through managing a business.