

MARKETING/ ENTREPRENEURSHIP (MKTG)

MKTG 160 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 231 PRINCIPLES OF MARKETING3 Credits

Examines the marketing mix (price, product, promotion, and channels of distribution) in a dynamic social, economic, and political environment, with focus on the satisfaction of customer needs while achieving organizational objectives.

MKTG 331 SALES TECHNIQUES3 Credits

Techniques of professional selling are the primary emphasis, in addition to the role of the sales professional in the organization. Topics include individual and/or group sales presentations, relationship marketing, selection and management of sales personnel.

Prerequisites: Sophomore or above status

MKTG 334 NEW PRODUCT DEVELOPMENT3 Credits

Explores the creative process and help students identify their own creative problem-solving styles. Students will have to develop innovative solutions centered around new product, service and process development. Students will learn to judge the quality of their creative solutions. Explore opportunities for product/service. Analyze the new product/service development process.

Prerequisites: Sophomore or above status

MKTG 336 PROMOTIONS AND ADVERTISING3 Credits

The use of advertising in marketing programs. Formulation, management, and evaluation of communication channels to achieve marketing objective. Advertising design, media selection, public relations, sales promotion, and advertising plans.

Prerequisites: Sophomore or above status

MKTG 337 SOCIAL MEDIA MARKETING3 Credits

Explores integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Examines ways to use social media technologies to create and improve marketing efforts for businesses.

Prerequisites: Sophomore or above status

MKTG 338 CONSUMER BEHAVIOR3 Credits

The application of conceptual material to marketing strategies to reach both consumer and industrial buyers. Incorporates the behavioral sciences to marketing through the study of buying patterns, decision-making, motivation, and consumer behavior.

Prerequisites: MKTG 231 and Sophomore or above status

MKTG 435 MARKETING STRATEGY3 Credits

A capstone course designed to acquaint the student with current marketing problems. Current readings on related marketing materials, in-depth studies of marketing plans and strategies, and/or marketing cases marketing simulation.

Prerequisites: MGMT 230, MKTG 231, and Senior status

MKTG 439 BUSINESS AND MARKETING RESEARCH3 Credits

Examines marketing research information for management decision making. Provides an understanding of marketing research. Examines alternative research strengths and weaknesses.

Prerequisites: BA 336, MKTG 231, and Junior or above status

MKTG 460 TOPICS IN MARKETING/ENTREPRENEURSHIP1-3 Credits

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

Prerequisites: Junior or above status