

MARKETING (MKT)

MKT101 / Introduction to Public Relations

3 Credits / 3.0 Periods for Lecture

Emphasizes public relations techniques used both within and outside the business organization, including operation of a PR counseling firm.

Prerequisites: None.

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MKT110 / Marketing and Social Networking

3 Credits / 3.0 Periods for Lecture

Theory and practice in the use of social media in marketing. Topics may include a history of social media, preparation for social marketing, the power of collective influence, and how to engage with social media.

Reviews social mediums, social networks, platforms and other marketing tools used to create a social media campaigns. Prerequisites: None.

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MKT111 / Applied Marketing and Social Networking

3 Credits / 4.0 Periods for Lecture & Lab

Examination of the strategic use of digital and social media marketing platforms and tools for global communication and networking, including analysis of various digital and social media platforms and tools for developing brands, creating professional networks and creating engaging content. Hands-on use of social media platforms and tools to conduct research, develop strategies for creating, integrating, and evaluating social media marketing campaigns, and development of metrics to measure effectiveness. Prerequisites: A grade of C or better in MKT110.

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MKT112 / Retail Customer Service

1 Credit / 1.0 Periods for Lecture

Introduction to the field of retail sales. Emphasis on customer service and sales techniques. Prerequisites: None.

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MKT114 / Retail Inventory Control

1 Credit / 1.0 Periods for Lecture

Retail inventory control procedures. Emphasis on the role of the professional sales associate within a retail company and in the handling of merchandise. Prerequisites: A grade of C or better in MKT112.

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MKT263 / Advertising Principles

3 Credits / 3.0 Periods for Lecture

Introduces the advertising function within business, including media study, creative strategies, and advertising campaigns. Prerequisites: None. MKT271 suggested, but not required.

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MKT267 / Principles of Sales

3 Credits / 3.0 Periods for Lecture

Analyzes and applies the steps and techniques used in personal selling.

Highlights the role of the professional sales representative and his/her functions as they relate to the company's mission and customer expectations. Prerequisites: None.

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MKT268 / Merchandising

3 Credits / 3.0 Periods for Lecture

Surveys structure and operation of retail organizations. Emphasizes merchandising to include price, location, time promotion and quantity. Prerequisites: None. MKT271 suggested but not required.

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MKT271 / Principles of Marketing

3 Credits / 3.0 Periods for Lecture

An analysis of the marketing process and environment with regard to the product, pricing, distribution, and communication in order to satisfy buyer needs. Prerequisites: None.

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MKT280AB / Marketing Internship

2 Credits / 2.0 Periods for Lecture & Lab

Marketing work experience in a business or industry. 80 hours of designated work per credit. Prerequisites: Permission of Department or Division.

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MKT298AB / Special Projects

2 Credits / 2.0 Periods for Laboratory

Organized and tailored around the interests and needs of the individual student. Structured to provide an atmosphere of individualized research and study paralleled by professional expertise and guidance.

Professional-type facilities and equipment available for student use.

Allows the best aspects of independent study and individualized learning to be combined to maximize student development. Prerequisites:

Permission of Program Director or Instructor.

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