MARKETING (MKT)

Courses

MKT 142. Marketing. 3 Credits.
This course introduces the basic factors involved in implementing the "marketing concept" with emphasis on the four elements of the marketing mix: product planning, promotion, pricing, and distribution. Also covered are the societal, legal, economic, and competitive environments within which the modern marketing organization functions. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.

MKT 143. Retail Management. 3 Credits.
This course includes topics such as competition, motivation, risk, buying, pricing, store location, and planning and controlling inventories. The management approach to the study of retailing is emphasized. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.

MKT 241. Advertising. 3 Credits.
This course focuses on the role of advertising as a communications component in the marketing process. Topics include advertising agency operations, product and media research, media selection and buying, integrated marketing communications, and the creative process. Students will examine case studies and develop ad campaigns. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.

MKT 242. Integrated Marketing Communications. 3 Credits.
This course introduces students to the basic understanding of the relationship between the many channels of communication and the promotional process, integrating the basic concepts of advertising, promotion, sales, digital marketing and personal selling. Prerequisites: ENG 101 or higher; MKT 142 or MKT 241.

MKT 244. Sales Management. 3 Credits.
This course covers the functions and responsibilities of the sales manager including organization, selection, training, compensation and supervision of sales personnel, as well as quota and territory determination. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.

MKT 245. Introduction to Sales. 3 Credits.
Students explore the exciting field of professional selling and learn how to apply the principles and techniques of successful selling. This course provides a strong academic and practical foundation for those considering a career in sales as well as for current sales professionals in need of a foundational refresher. Students will make in-class sales presentations. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, (or placement).

MKT 251. Digital Marketing. 3 Credits.
This course introduces students to the basic understanding digital marketing, focusing on the role of digital advertising and marketing as a tool to promote a brand or product online. Topics include search engine optimization (SEO) and marketing, online advertising, web analytics, email marketing, social media and reputation management. Emphasis will be placed on using affiliate marketing tools, Google analytics, pay per click (PPC) advertising and other online tools to market a product or service. Prerequisites: CIS 128; ENG 101 or higher; GID 109, GID 115 or GID 177; MKT 142 or MKT 241. Spring.