MARKETING (MKT)

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.