

MKTG 4750: Advanced Selling

3 Credit Hours

Prerequisite: (MKTG 3100 and MKTG 3410, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

An in-depth examination of current business trends as they impact the professional salesperson. Particular emphasis is placed on negotiating skills and customer relationship management (CRM), as well as general sales related topics including sales automation and time/territory management. Students will be required to spend time in the field with professional salespeople and to prepare and deliver effective informational and persuasive sales presentations.

MKTG 4820: International Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

A study of the application of the marketing concept in international markets. The course examines how the differences in international environments induced by economic, cultural, legal and other influences necessitate the adaptation of the marketing mix to satisfy consumers. Alternative international market entry strategies, such as exporting and licensing, are discussed.

MKTG 4850: Business to Business Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

A study of special problems and requirements of marketing products to organizational buyers. The course examines organizational buyer behavior, business-to-business promotion, business-to-business sales and the development of industrial products.