

MKTG 3397: Internship and Experiential Learning in Marketing & Professional Sales

0-9 Credit Hours

Prerequisite: Admission to the Coles College Undergraduate Professional Program, MKTG 3100, approval of the Career and Internship Advisor (KSU Career Planning and Development), and a minimum GPA of 2.5.

This course is designed to provide hands-on experiences and challenges to help students develop and improve their skills and problem-solving abilities. Prior to enrolling in this course, students are responsible for working with their Career & Internship Advisor to secure an approved internship position. Current and prior work experience does not qualify for credit. Graded assignments are required to receive credit

Notes: This course will be graded on an S/U basis. This course may only be used in the Business Electives area of a BBA.

MKTG 3410: Professional Selling

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.

This course examines the role of personal selling in the firm's marketing strategy, model of communication and specific methods of selling. All students will be required to develop and deliver effective sales presentations.

MKTG 3800: Entertainment 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.

An introduction to the marketing practices of the entertainment industry. Industry terms, marketing strategies and tactics, recent developments and trends will be examined for major sectors of the entertainment industry including movie, music, television, theater, publishing, gaming, hospitality, and sports sectors. The course will also focus on product placement, celebrity source usage, product tie-ins, cross promotion, licensing, and other current marketing practices in the entertainment industry.