

## **MKTG 4630: Direct Response 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 promotional methods that request immediate action or response. Topics include: planning, creating and evaluating of direct response advertising campaigns, introduction to direct mail marketing techniques including lists, catalogs, testing and merchandise selection and the media of direct marketing.

## **MKTG 4650: Advertising**

### **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 various elements of advertising. This course emphasizes the strategic applications of advertising and promotion from the perspective of the marketing manager.

## **MKTG 4666: Marketing for Entrepreneurs**

### **3 Credit Hours**

*Prerequisite: (MKTG 3100 and MGT 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 is an introduction to the marketing practices that focus on the needs of entrepreneurs. Industry terms, recent developments, trends, and social networking, and entrepreneur-focused marketing strategies and sales tactics, will be examined. Requirements for development of an integrated marketing communications plan for supporting an entrepreneur are stressed.

## **MKTG 4670: Promotional Strategy**

### **3 Credit Hours**

*Prerequisite: MKTG 4650, 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 various component parts of the promotional mix. Focuses on the development and management of personal selling, public relations, publicity and advertising in implementing marketing strategy.