## MARKETING

**MKTG 3120 - Principles of Marketing.................3.00 Credits**

A treatment of that phase of economic activity that lies between physical production and ultimate consumption of goods.

*Prerequisite ECON 2106.*

**MKTG 3130 - Consumer Behavior........................3.00 Credits**

Application of psychological and sociological theories and research findings, to the decision making process and their implications for consumer behavior decisions. The study of consumer purchasing patterns and experiential learning exercises.

*Prerequisite: MKTG 3120.*

**MKTG 3132- Fundamentals of Selling...................3.00 Credits**

This course covers each aspect of the sales process. Attention is devoted to such sales activities as prospecting planning, product demonstrations, responding to objections, obtaining commitment, and relationship building. Each student is required to develop a sales presentation.

*Prerequisite: MKTG 3120.*

**MKTG 3134 - Marketing Research.......................3.00 Credits**

Research methods and design used in market research and application of research results. Includes hands-on application of research methodology.

*Prerequisites: MKTG 3120.*

**MKTG 3136 - Promotion and Advertising...........3.00 Credits**

A theoretical base on advertising and all its forms including print and broadcast. A production course focusing on the creation of numerous types of promotion for broadcast and print media. Promotional samples include writing copy, designing covers, writing lyrics, creating brochures, cards, flyers and non-profit promotions.

*Prerequisite: MKTG 3120.*

**MKTG 4130- Marketing Channels .......................3.00 Credits**

This course covers channel members and their relationship. Emphasis is placed on marketing decision areas relating to marketing intermediaries and overall flow of economic goods and services through these agents.

*Prerequisite: MKTG 3120.*

**MKTG 4140 - Retail Management........................3.00 Credits**

Modern concepts, theories, strategies and techniques which are important to success in a retail business. A functional treatment of organizational, operational and supervision of retail institutions. The class focuses on helping students understand the relationship between consumerism and the operation of a retail agency, including on-site and field experiences.

*Prerequisite: MKTG 3120.*

**MKTG 4148 - Sales Management..........................3.00 Credits**

This course covers each aspect of the sales process. Attention is devoted to such sales activities as prospecting, planning, product demonstrations, responding to objections, obtaining commitment and relationship building. Each student is required to develop sales presentation.

*Prerequisite: MKTG 4140.*

**MKTG 4150 - Professional Development..............3.00 Credits**

This course is designed to prepare students for the work world for entrepreneurial endeavors and for success in corporate America. Areas covered include business ethics, professionalism, dining etiquette and business logistics.

**MKTG 4170 - Marketing Management................3.00 Credits**

May not be enrolled in one of the following Class(s): Freshman, Junior, Sophomore. Management of marketing function, management skills and strategies applicable to management of marketing functions and their interrelationships within the environment of the firm.

*Prerequisite: MKTG 3120 and senior standing.*

**MKTG 4180 - Marketing Information Systems.....3.00 Credits**

Marketing Information Systems is designed to help students gain an understanding of how and why Internet web sites are developed, how they are used to build an audience and how companies use them to generate sales and profits. Students will also learn the strategies companies use to drive traffic to a site and the role that marketing plays in developing successful websites.

*Prerequisite: MKTG 3120.*