**Marketing**

**MKTG 3120 - Principles of Marketing .................3.00 Credits** A treatment of that phase of economic activity that lies between phys- ical production and ultimate consumption of goods.

*Prerequisite ECO, 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 pat- terns and experiential learning exercises.

*Prerequisite: MKTG 3120.*

**MKTG 3134 - Marketing Research .......................3.00 Credits** Research methods and design used in market research and applica- tion 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 sam- ples include writing copy, designing covers, writing lyrics, creat- ing brochures, cards, flyers and non-profit promotions.

*Prerequisite: MKTG 3120.*

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**Course Descriptions**

**MKTG 4140 - Retail Management ........................3.00 Credits** Modern concepts, theories, strategies and techniques which are im- portant 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 de- voted to such sales activities as prospecting, planning, product demon- strations, responding to objections, obtaining commitment and relationship building. Each student is required to develop sales pres- entation.

*Prerequisite: MKTG 4140.*

**MKTG 4150 - Professional Development ..............3.00 Credits** This course is designed to prepare students for the work world for en- trepreneurial 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, Jun- ior, Sophomore. Management of marketing function, management skills and strategies applicable to management of marketing func- tions and their interrelationships within the environment of the firm. *Prerequisite: MKTG 3120 and senior standing.*