

MARKETING (MKT)

MKT 127 # - Introduction to Retailing **Units: 3**

This course focuses on the implications of managerial decisions and the various methods used to measure the profitability of those decisions in the field of retailing. It also addresses the importance of understanding consumer behavior in relation to customer requirements, taste and expectations, emphasizing the retailing implications of market factors.

Enrollment Requirements: Prerequisite: MKT 210

MKT 131 # - Advertising **Units: 3**

This courses focus upon the development of a strategy for communicating the offerings of an organization. Emphasis will be placed upon understanding consumer behavior and understanding the social and ethical implications of marketing communication. Students will work in groups to create their own IMC plans for a brand of their choice.

Enrollment Requirements: Prerequisite: ENG 101 or BUS 98 or qualifying

Accuplacer score.

Term Offered: AS NEEDED

MKT 210 # - Marketing Principles **Units: 3**

Intense study of marketing philosophy including: segmenting and developing target markets, pricing, distribution and location analysis, promotion and product development. Upon completion of this course, the student will understand the marketing concept and be able to explain how an organization can develop an effective marketing strategy.

Enrollment Requirements: Prerequisite: Pass MATH 96 or C or better in BUS 117; AND ENG 101 or ENG 113 or BUS 108; or equivalent ACCUPLACER, SAT, ACT test results; or permission of department.

Term Offered: Spring and Fall

MKT 295 # - Internship **Units: 1-3**

A course designed wherein students will apply knowledge of real on-the-job situations in a program designed by a company official and faculty adviser to maximize learning experiences. Available to students who have completed most core and major requirements and have a 2.5 GPA. Contact the appropriate chairperson for the application, screening, and required skills evaluation. Up to eight semester hour credits may be earned on the basis of 75 hours of internship for one credit. May be repeated for up to eight credits.

Term Offered: AS NEEDED