

MKT - MARKETING

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.

Term Offered: Spring

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: ENG 101, ENG 113, BUS 108, BUS 111, or equivalent.

Term Offered: Spring and Fall