

MKT

Courses

MKT 101 Principles of Marketing

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on marketing activities, strategies, and decision making in the context of other business functions.

Prerequisites: ECO 105

MKT 105 Marketing and Customer Relations

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on fundamentals of marketing and the development of business systems that provide positive and memorable customer experiences.

Prerequisites: None

MKT 110 Sales and Customer Relations

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on principles and techniques of effective selling. Topics include: background information required for successful sales, analysis of the selling process, and making sales presentations.

Prerequisites: None

MKT 115 Marketing Research for Multimedia Profes

3 Credits. 3 Lecture Hours. 0 Lab Hour.

An introduction to marketing fundamentals applied by professionals in multimedia fields. Topics include: marketing terminology; concepts and strategies used to create consumer relationships and deliver value through goods and services; and research techniques for collecting, analyzing, and interpreting data used to develop effective marketing strategies and communications.

Prerequisites: None

MKT 130 Professional Selling

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on professional sales skills, including business-to-consumer and business-to-business sales using a consultative approach. Topics include: prospecting, sales pre-planning, writing sales proposals, delivering sales presentations, preventing and handling objections, negotiations, closing the sale, post-sales service, and customer relations management (CRM) systems.

Prerequisites: None

MKT 140 Entrepreneurial Marketing

3 Credits. 3 Lecture Hours. 0 Lab Hour.

A course on using marketing strategies that are most effective for entrepreneurial businesses. Topics include: planning, implementation, and launch of a marketing campaign; managing marketing efforts; and measuring marketing campaign effectiveness.

Prerequisites: None

MKT 191 Part-Time Cooperative Education 1: Marketing

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their first part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 190

MKT 192 Part-Time Cooperative Education 2: Marketing

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their second part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 191

MKT 193 Part-Time Cooperative Education 3: Marketing

1 Credit. 1 Lecture Hour. 20 Lab Hours.

Students seeking an associate's degree participate in their third part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 192

MKT 194 Part-Time Cooperative Education 4: Marketing**1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their fourth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 193

MKT 195 Part-Time Cooperative Education 5: Marketing**1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their fifth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 194

MKT 196 Part-Time Cooperative Education 6: Marketing**1 Credit. 1 Lecture Hour. 20 Lab Hours.**

Students seeking an associate's degree participate in their sixth part-time field learning experience related to their degree. Students are expected to register for academic courses during the same semester. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 195

MKT 198 First Year Special Topics in Marketing**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A course on selected topics related to Marketing, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Vary by section

MKT 199 First Year Independent Project in Marketing**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A project related to Marketing that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Marketing faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Vary by section

MKT 205 Marketing Research**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to marketing research emphasizing use of research data in marketing and management decisions. Topics include: designing a market research study, using data collection and measurement tools, performing data analyses, using online and social media tools, and communicating research findings.

Prerequisites: MKT 101

MKT 210 International Business and Marketing**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on the role of international marketing in business. Topics include: challenges of international trade; business customs and practices; political environments and legal systems; and adaptation of product development, pricing methods, market entry strategies, and promotional techniques.

Prerequisites: MKT 101 or MKT 105 or MKT 115

MKT 215 Advertising and Social Media**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on the role of advertising in marketing and society. Topics include: the evolution of advertising, consumer behavior, agency and client relationships, integrated marketing communications, formulating and executing creative strategy, and selecting media for advertising effectiveness.

Prerequisites: MKT 101 or MKT 105 or MKT 115

MKT 220 Retail Marketing**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to traditional and electronic retailing. Topics include: analyzing target markets, developing retail marketing mix elements, reviewing store planning techniques used by retailers, and examining changing retailing environments and the impact of government regulations.

Prerequisites: None

MKT 250 Direct Marketing**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on direct marketing concepts and practices. Topics include: the role of direct marketing in marketing strategies, digital direct response media, direct mail/catalogs, television/radio, database marketing, list evaluation, copyrighting techniques, campaign testing, and return-on-investment analysis.

Prerequisites: MKT 215

MKT 291 Full-Time Cooperative Education 1: Marketing**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their first full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: BUS 190

MKT 292 Full-Time Cooperative Education 2: Marketing**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their second full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 291

MKT 293 Full-Time Cooperative Education 3: Marketing**2 Credits. 1 Lecture Hour. 40 Lab Hours.**

Students seeking an associate's degree participate in their third full-time field learning experience related to their degree. Students must follow cooperative education policies and procedures to earn credit. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: MKT 292

MKT 298 Second Year Special Topics in Marketing**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A course on selected topics related to Marketing, which gives students opportunities to study information not currently covered in other courses. Grades issued are A, B, C, D, or F.

Prerequisites: Vary by section

MKT 299 Second Year Independent Project in Marketing**1-9 Credits. 0 Lecture Hour. 0 Lab Hour.**

A project related to Marketing that is completed by one or more students to meet specific educational goals. Projects must have prior approval and supervision by Marketing faculty. Grades issued are Satisfactory or Unsatisfactory.

Prerequisites: Vary by section