

# MKT - Marketing

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## 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: None

Corequisites: ECO 105: Principles of Microeconomics

Ohio Transfer Assurance Guide Approved

### **MKT 105 Marketing and Customer Relations**

**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

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

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 Principles of Sales**

**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course that introduces approaches and philosophies used by successful sales professionals. Topics include: identifying and communicating with prospects, determining client needs, matching presentation styles to the situation, handling objections, using closing techniques, long-term relationship building strategies, after-sales customer support, and legal and ethical obligations of sales professionals.

Prerequisites: None

### **MKT 161 Branding and Product Development**

**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on branding trends and practices, focusing on entrepreneurial and small business owner perspectives. Topics include: applying branding principles to develop successful new products, identifying opportunities, generating and evaluating concepts, designing the product, and launching the product and brand identity. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

### **MKT 162 Sales Promotion**

**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on sales promotion practices. Topics include: the role of sales promotion in the marketing plan and media mix; consumer and business-to-business sales methods; vendor analysis and selection; price promotions, point-of-purchase promotions, and joint promotions; and vouchers, gift cards, premiums, prizes, sampling, contests, and sweepstakes. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

### **MKT 163 Services and Non-Profit Marketing**

**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on characteristics of non-profit organizations and service-oriented businesses and their target customers. Topics include: technology used for fund-raising, market services, customer communications, and integration of consistent internal and external brand messages. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

### **MKT 164 Social Media and Consumer Engagement**

**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on using social media networks to increase brand awareness and consumer engagement for products, services and ideas. Topics include: understanding consumer mindsets on social networks such as Facebook and Twitter, and developing effective marketing communication through social media. The course is delivered in a 5-week schedule.

Prerequisites: MKT 101 or MKT 105 or MKT 115

### **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 (minimum grade C)

### **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 205 Marketing Research & Consumer Behavior**  
**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

An introduction to marketing research with emphasis on the use of research data to understand consumer decision-making processes that influence marketing strategy and management decisions. Topics include: designing research; collecting, analyzing, and interpreting data; and communicating findings through practical recommendations.  
 Prerequisites: MKT 101

**MKT 215 Advertising and Public Relations**  
**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on concepts and techniques used in public relations, advertising, and other promotional methods. Topics include: consumer behavior, agency and client relationships, integrated marketing communications, developing and executing creative strategy, and selecting appropriate media for advertising effectiveness.  
 Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 231 Direct and Database Marketing**  
**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on direct marketing practices. Topics include: direct marketing as a component of company marketing strategies; response techniques for direct mail, catalogs, TV/radio, internet, display, and classified advertising; database creation; copy testing; and list evaluation. The course is delivered in a 5-week schedule.  
 Prerequisites: MKT 101 or MKT 105 or MKT 115

**MKT 232 Integrated Marketing Communications**  
**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on using integrated marketing communications (IMC) to manage and coordinate an organization's advertising, public relations, sales promotion, and personal selling efforts. Topics include: IMC planning, agency operations, defining target audiences, setting and allocating budgets, implementing advertising, selecting advertising media, and evaluating IMC. The course is delivered in a 5-week schedule.  
 Prerequisites: MKT 215

**MKT 233 Sales Management**  
**1 Credit. 1 Lecture Hour. 0 Lab Hour.**

A course on sales management practices. Topics include: recruiting, hiring, motivating, and evaluating salespeople; developing a sales training program; compensation models; budgets and sales forecasting; time and territory management; and ethical and legal responsibilities of sales managers. The course is delivered in a 5-week schedule.  
 Prerequisites: MKT 130

**MKT 250 Digital Marketing and Social Media**  
**3 Credits. 3 Lecture Hours. 0 Lab Hour.**

A course on theory and practice of digital marketing. Topics include: search engine marketing (SEM), search engine optimization (SEO), paid search and pay-per-click advertising (PPC), online display advertising, digital analytics, e-mail marketing, e-commerce, and social media and mobile marketing.  
 Prerequisites: MKT 101 or MKT 105 or MKT 115

**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 (minimum grade C)

**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