

# MKT - MARKETING

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**MKT 101 Marketing (3-0-3)**

*Offered Fall, Spring, and Summer Semesters*

This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion and marketing distribution.

**MKT 111 Media Relations (3-0-3)**

*Offered Fall and Spring Semesters*

Prerequisite: ENG 101

This course is a study of building and managing effective media relationships through the application of networking, press releases, public relations strategies and media interviewing skills.

**MKT 120 Sales Principles (3-0-3)**

*Offered Fall, Spring, and Summer Semesters*

Prerequisite: ENG 101

This course is a study of the personal selling process with special emphasis on determining customer needs and developing effective communications and presentation skills.

**MKT 123 Event Planning and Promotion (3-0-3)**

*Offered Fall and Spring Semesters*

Prerequisite: ENG 101

This course is a study of the planning and implementation of special events with emphasis on sponsorship solicitation, permit applications, logistics, applicable laws and special event promotion.

**MKT 130 Customer Service Principles (3-0-3)**

*Offered Fall, Spring, and Summer Semesters*

This course is a study of the importance of customer service satisfaction and the functions of various customer relations systems.

**MKT 240 Advertising (3-0-3)**

*Offered Fall, Spring, and Summer Semesters*

Prerequisites: MKT 101, ENG 101

This course is a study of the role of advertising in the marketing of goods and services, including types of advertising, media, how advertising is created, agency functions and regulatory aspects of advertising.

**MKT 245 Promotional Strategies (3-0-3)**

*Offered Fall, Spring, and Summer Semesters*

Prerequisites: MKT 101, ENG 101

This course is a study of promotion activities, focusing on coordinating an effective marketing campaign for a product or business, with promotion strategies planned and used to influence consumers, trade intermediaries and sales forces.

**MKT 260 Marketing Management (3-0-3)**

*Offered Fall and Spring Semesters*

Prerequisites: MKT 240, MKT 245

This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the marketplace. (This course is intended to be taken at the end of the Marketing program.)

**MKT 268 Marketing Research (3-0-3)**

*Offered Fall and Spring Semesters*

Prerequisites: CPT 170, MKT 101

This course is a comprehensive and up-to-date study of marketing research issues with emphasis on total quality management, data collection, sampling and case studies.