MKT - MARKETING

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 and 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 and 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.