

## MKT—Marketing

### **MKT 101 Marketing** 3-0-3

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 110 Retailing** 3-0-3

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs and profit management.

### **MKT 111 Media Relations** 3-0-3

**Prerequisites:** MKT 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

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 135 Customer Service Techniques** 3-0-3

This course studies techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service, satisfaction, and repeat sales.

### **MKT 240 Advertising** 3-0-3

**Prerequisites:** MKT 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 250 Consumer Behavior** 3-0-3

**Prerequisites:** ( ENG 155 or ENG 101 ) and ( MAT 101 or MAT 155 )

This course is a study of the buying behavior process and how individuals make decisions to spend their available resources on consumption related items.

### **MKT 260 Marketing Management** 3-0-3

**Prerequisites:** ( ENG 101 or ENG 155 ) and ( MAT 101 or MAT 155 )

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 market place.