

Marketing (MKT)

MKT 113 Principles of Marketing I

3 Hours

Prerequisites: None
3 hours weekly (3-0)

An introductory course designed to expose the student to today's marketing in the new millennium and keeping up with change. This course contains the study of the contemporary marketing environment; managing technology to achieve marketing success; marketing planning, information, and segmentation; customer behavior; product strategy; distribution strategy; promotional strategy; and pricing strategy.

This course is also offered as part of a study abroad program. Contact the International Education Coordinator for more information.

MKT 130 Sales I

3 Hours

Prerequisites: None
3 hours weekly (3-0)

A course in the theory and application of professional salesmanship. Modern techniques for making a sale are taught including prospecting, preapproach, approach, presentation, handling objections, proper closings, follow-up and customer service. Also involved is a study of building partnerships, ethics, global and cultural diversity and technology.

MKT 131 Sales II

3 Hours

Prerequisites: BUS 130 or equivalent
3 hours weekly (3-0)

A continuation of MKT 130, consisting of a review on the entire sales presentation, with emphasis placed on building partnerships, formal negotiations, advanced closings, handling objections, and sales management. In addition, emphasis will be placed on professional presentations, and the students will be video taped for professional communication development.

MKT 224 Advertising

3 Hours

Prerequisites: None
3 hours weekly (3-0)

An analysis of the principles and practices used in the various types of modern day advertising. Principles of advertising, involving an application of planning, financing, and managing a campaign. Emphasis is placed on the effectiveness of advertising in the total marketing structure.

MKT 251 Purchasing

3 Hours

Prerequisites: None
3 hours weekly (3-0)

The study of various purchasing procedures for small-to-medium sized businesses. Topics include the purchasing process, types of purchases, purchasing policy and procedures, purchasing as a boundary-spanning function, strategic sourcing, purchasing tools and techniques, strategic cost management, negotiations, managing contracts, and supply chain management.

MKT 290 International Marketing

3 Hours

Prerequisites: MKT 101
3 hours weekly (3-0)

Summarizes the significance and benefits of international marketing to the U. S. The student will be able to state the importance of cultural, legal, economic and environmental factors in marketing. Identifies marketing mix options for specific world markets. Evaluates the effect of tariffs, quotas, subsidies, nationalization, and state-owned corporations on growth of world trade. Analyzes foreign markets through secondary research (Internet). Organizes and administers global marketing activities. Develops a portfolio for marketing a product in a foreign market.

MKT 295 Marketing on the Internet

3 Hours

Prerequisites: None
3 hours weekly (3-0)

This course is designed to introduce students to electronic commerce, which is a revolution in business practices. The student will study how electronic marketing resources can be integrated into the traditional marketing process to cultivate the ultimate goal of successful electronic commerce

systems. Emphasis will be placed on electronic commerce technology; web strategy, attracting and retaining visitors; integrated web communications; the concept of the virtual store for marketing products and services; the tools of electronic marketing resources; segmenting and analyzing the target market; integrating the promotional mix; and using the Internet. ***Taught spring semester only.***