

Marketing (MKT)

MKT 113 Principles of Marketing

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

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 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.