

MARKETING (MKT)

MKT 155 (3 credit hours)

Personal Selling

The professional selling process which involves a series of interrelated activities is introduced. Emphasis is placed on planning and delivery of sales presentations. The six selling steps are examined - prospecting, qualifying, presenting, answering objections, closing, and the after-sale service. Students demonstrate effective sales techniques through simulation and role playing. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

MKT 282 (3 credit hours)

Principles of Marketing

Introduces the marketing function and how it is organized in various types of business organizations. Focuses on the marketing mix of product, price, distribution and promotion with attention to the marketing concept. Explores the impact of social responsibility and international marketing on the marketing function.. Lecture: 3.0 credits (45 contact hours).

Pre-requisite: BAS 160 or MGT 160 or consent of instructor.

Attributes: Technical

Components: LEC: Lecture

MKT 290 (3 credit hours)

Advertising and Promotion

The principles of advertising will be introduced to the student. Topics will include economic and social aspects; advertising research; media strategy; consumer behavior; and legal issues in advertising. Lecture: 3 credits (45 contact hours).

Pre-requisite: BAS 282/MKT 282.

Attributes: Technical

Components: LEC: Lecture

MKT 291 (3 credit hours)

Retail Management

Retail structure, merchandising, promotions, store control, and decision making are examined in this course. Fundamental principles of store organization, consumer behavior, and customer service are addressed. Retailing trends, opportunities, and problems are included also. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

MKT 293 (3 credit hours)

Buying and Merchandising

Decision making strategies are used to solve problems inherent in merchandise selection. Analysis of financial statements and their relationship to buying situations are included, along with cost control and the establishment of sales goals and objectives. Mark-ups, reduction planning, unit cost control, and other computations are emphasized. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: BAS 291/MKT 291.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

MKT 295 (3 credit hours)

Consumer Behavior

Introduces students to the fundamental concepts and principles of consumer behavior. Examines how these concepts are used by consumers when making purchasing decisions. Lecture: 3.0 credits (45 contact hours).

Pre-requisite: BAS 160.

Attributes: Technical

Components: LEC: Lecture

MKT 299 (1-3 credit hours)

Selected Topics in Marketing

Technological developments, new business issues, and/or local marketing topics are presented and studied. Prerequisite: Consent of Instructor. Lecture: 1-3 credits (15-45 contact hours).

Attributes: Due to Inactivity

Components: LEC: Lecture