

MARKETING (MKT)

MKT-110 Principles of Marketing (3)

Studies the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create the exchanges that satisfy individual and organizational goals. Arts & Sciences Elective Code: A
Hours per week: 3.0 lecture

MKT-130 Social Media in Business (3)

Outlines the fundamentals of social media marketing in business. Addresses strategies for integrating a solid social media plan with traditional marketing plans and/or organizational goals for utilizing social media, and determining the best social media platforms. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

Pre/corequisite: Take MKT-110.

MKT-135 Content Marketing (3)

Outlines the fundamentals of creating online marketing content that support social media marketing strategies. Addresses strategies for customizing creative content that meets ROI objectives, developing and maintaining online professional presence through optimization of content and appropriate business communications for various platforms. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

Prerequisite: Take MKT-110.

Pre/corequisite: Take MKT-130.

MKT-140 Principles of Selling (3)

Provides basic skills needed to sell goods and services in a marketing economic system. Teaches about careers in selling, buyer behavior, product knowledge and selling concepts. Emphasis is on problem solving. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

MKT-150 Principles of Advertising (3)

Acquaints students with philosophy of advertising, communication, including digital, historical concepts, and practical applications of advertising at the local and national levels. Includes media and media selection, copy-writing, and layout, with an emphasis on product selection for advertising. Utilizes a simulation project, developing a comprehensive advertising and communication plan. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

MKT-160 Principles of Retailing (3)

Studies retailing and its functions in a free enterprise system. All facets of retail operation are considered including planning, organization, buyer or user experience, human resources, facilities, control, pricing, buying, selling and promotion, centered around a retail simulation project. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

MKT-180 Customer Service Strategies (1)

Designed to help students target their customers and develop appropriate services. Discusses the use of effective customer services as a competition tool. Arts & Sciences Elective Code: B
Hours per week: 1.0 lecture

MKT-195 Marketing Management (3)

Examines the marketing process from product conception to production and delivery. Emphasizes marketing plan development, situation analysis, marketing strategies and product management for both new and current products. Utilizes a capstone project to develop and enhance marketing and management skills. Arts & Sciences Elective Code: B
Hours per week: 3.0 lecture

Prerequisite: Take MKT-110.

MKT-924 Honors Project (1)

Allows a qualified honors student to pursue a special concentration of study under the guidance of a faculty member. Requires completion of an honors project contract. May be taken more than once. Arts & Sciences Elective Code: B; Comments: Requires approval of supervising professor and dean
Hours per week: 1.0 lecture

MKT-928 Independent Study (1-3)

Provides readings, papers and basic research or other projects under the individual guidance of a staff member. Arts & Sciences Elective Code: B; Comments: Permission of instructor, dean
Hours per week: 1.0 lecture