

Marketing

Consumer Marketing

MARKE 1100 - 3 Credits

Consumer behavior and marketing principles, concepts, functions and activities involved in generating consumer satisfaction through business and marketing transactions. (3 lecture hours)

Internet & Social Media Marketing

MARKE 1170 - 3 Credits

Marketing through the use of the Internet and mobile devices. Improving marketing with websites, social media, electronic discounts, and video-sharing to satisfy customer needs. (3 lecture hours)

Database Marketing

MARKE 1171 - 3 Credits

Strategy, methods and techniques used to design, generate, compile, analyze and strategically use marketing databases. (3 lecture hours)

Customer Relationship Management

MARKE 1175 - 3 Credits

Strategy and methods used to increase customer satisfaction and to improve and maintain customer relationships. (3 lecture hours)

Selected Topics I

MARKE 1820 - 3 Credits

Introductory exploration and analysis of selected topics with a specific theme indicated by course title listed in college Class Schedule. This course may be taken four times for credit as long as different topics are selected. (3 lecture hours)

Independent Study

MARKE 1840 - 1-3 Credits

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. Prerequisite: Consent of instructor is required (1 to 3 lecture hours)

Principles of Marketing

MARKE 2210 - 3 Credits

Study of satisfying customer needs for goods and services. Marketing environments, marketing planning, and marketing research. Market segmentation, targeting, and positioning. Essentials of consumer behavior. Products, pricing, promotions, and distribution. Basic competitor analysis and global marketing. Completion of Business 1100 recommended prior to enrollment. (3 lecture hours)

Domestic Distribution Channels

MARKE 2215 - 3 Credits

Creation and maintenance of a domestic logistics system to move products from producers to consumers. Role of distribution in the marketing effort and in meeting the needs of customers. Distribution channel design, management, motivation, evaluation, price determination and conflict resolution. Domestic logistics and distribution for Internet and direct marketing. Prerequisite: Business 1100 or equivalent and Marketing 2210 or equivalent (3 lecture hours)

Principles of Selling

MARKE 2220 - 3 Credits

Selling as a problem-solving activity, strategic development, and implementation of the sales process and its components within the context of effective communication, customer relationships, motivation and behavioral theories, determination of customer needs, and sales ethics. Completion of Business 1100 recommended prior to enrollment. (3 lecture hours)

Principles of Retail

MARKE 2230 - 3 Credits

Strategic approach to principles and problems of retailing. Includes market information, organization, layout, location, merchandising, buying, receiving, display, promotion, price, control systems, human resources and government regulations. Completion of Business 1100 recommended prior to enrollment. (3 lecture hours)

Advertising

MARKE 2240 - 3 Credits

Theoretical and descriptive survey of the advertising function. Explains how advertising is used, identifies specific tasks employed, and describes how advertising is integrated into the entire marketing strategy. Included are analyses of regulatory issues, creative processes and media

Marketing

outlets. Completion of Business 1100 and Management 2210 is recommended prior to enrollment. (3 lecture hours)

Business to Business

MARKE 2250 - 3 Credits

Application of marketing principles to the business/industrial/organizational market. Covers demand, marketing intelligence, and the development of strategy for products and services, supply chain management, pricing, promotion, control, customer relationship management, communication, and electronic marketing methods. Completion of Business 1100 and Marketing 2210 is recommended prior to enrollment (3 lecture hours)

International Logistics

MARKE 2255 - 3 Credits

Planning, implementing and controlling an international system to move products from point of origin to consumers located in a different country. Covers the primary elements of international logistics including legal considerations, transportation modes and packaging for export. (3 lecture hours)

Internship (Career & Technical Ed)/Coop Ed/Internship Occup

MARKE 2860 - 1-4 Credits

Course requires participation in Career and Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

Internship Advanced (Career & Tech Ed)

MARKE 2865 - 1-4 Credits

Continuation of Internship (Career and Technical Education). Course requires participation in Career & Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits. Prerequisite: 2.0 cumulative

grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.