

# Marketing

The marketing program is one of the most established and respected programs within the marketing discipline. It is a computer-based program in which marketing theory and practice receive equal emphasis as applied to both financial and managerial marketing issues. It intends to support the career objectives of those looking to enter the job market upon graduation, as well as the academic needs of those looking to pursue advanced degrees. Required course work covers areas critical to success in today's marketing workplace:

- Technical marketing knowledge
- Communication and interpersonal skills
- Career-related computer literacy
- A laptop computer is recommended, but not required, for students entering the marketing program.

## Courses

Course Number	Course Title	Credits
MARKE 1100	Consumer Marketing	3 Credits
MARKE 1170	Internet & Social Media Marketing	3 Credits
MARKE 1171	Database Marketing	3 Credits
MARKE 1175	Customer Relationship Management	3 Credits
MARKE 1820	Selected Topics I	3 Credits
MARKE 1840	Independent Study	1-3 Credits
MARKE 2210	Principles of Marketing	3 Credits
MARKE 2215	Domestic Distribution Channels	3 Credits
MARKE 2220	Principles of Selling	3 Credits
MARKE 2230	Principles of Retail	3 Credits
MARKE 2240	Advertising	3 Credits
MARKE 2250	Business to Business	3 Credits
MARKE 2255	International Logistics	3 Credits
MARKE 2860	Internship (Career & Technical Ed)yCoop Ed/Internship Occup	1-4 Credits
MARKE 2865	Internship Advanced (Career & Tech Ed)	1-4 Credits