

MKTG - 1033 Advertising Principles, 3.00 Credits

Prerequisite(s): MKTG 2073 with D or better

Level: Lower

Students will learn the uses and power of advertising and how to apply these concepts to daily business. Students will get a basic understanding of advertising concepts and how to apply them to various media. Utilizing good design and marketing techniques, students will analyze and create advertisements for business use.

MKTG - 1063 Principles of Sales, 3.00 Credits

Prerequisite(s): MKTG 2073 with D or better

Level: Lower

This course examines the principles and methods of sales with respect to the salesperson, their company, products, and customers. Emphasis is placed on the selling process: prospecting, pre-approach, approach, presentation, trial close, meeting objections, and closing. Students will design and implement an industrial sales presentation.

MKTG - 2073 Principles of Marketing, 3.00 Credits

Level: Lower

Applied Learning-Practicum

Principles of Marketing introduces students to the field of marketing. The course emphasizes marketing functions and institutions as they pertain to the product, price, place, and promotion aspects of bringing goods and services to the consumer. Students learn how to evaluate marketplace potential and risk of delivering marketing offerings with meaningful customer value. Students will participate in classroom presentations, discussions, team problem solving and analysis of real-life marketing situations. The creation of a comprehensive marketing plan will be required.

MKTG - 3153 Web Design & Marketing, 3.00 Credits

Prerequisite(s): MKTG 2073 with D or better

Level: Lower

The course will examine the uses and power of the Internet, web pages, and e-commerce and how to apply these concepts to daily business. Integration of marketing and web design techniques will be utilized in the creation of effective web pages.

MKTG - 6003 Strategic Marketing, 3.00 Credits

Level: Upper

Upper Level

Strategic Marketing provides students with an overview of the marketing discipline and a framework that presents marketing as a value creation process. Participants learn how to evaluate marketplace potential and risk from the perspective of the entity's unique ability to develop and deliver goods and services of meaningful customer value. Students participate in classroom presentations, discussions, team problem solving, and in-depth analysis of a series of real-life marketing situations with a diverse range of entities and industries. The course explores the principal concepts and tools of contemporary marketing management, from market segmentation and product positioning to the design of distribution channels and communications strategy, in order to maximize the value delivered to customers. A Strategic Marketing Plan will be required. Civic Engagement Intensive (CEI) sections exist.