

COURSES

PDF MARKETING

MKT127 Introduction to Retailing 3 Credits
 Studies an overview of retail merchandising, including buying, pricing, selling, advertising, sales promotion and display principles.

MKT210 Marketing Principles 3 Credits
 Covers the problems of manufacturers, wholesalers, and retailers in the marketing of goods and services. Students will develop a plan applying the marketing principles.

MKT250 Introduction to International Marketing 3 Credits
 Prerequisites: BUS 101 and MKT210 or consent of instructor Introduces the various functions of marketing as they are performed in the international environment. Focuses on the problems and decisions facing management in international marketing. Considers the impact of difference in language, aesthetics, religion and business customs on marketing strategies.

MKT261 Introduction to Public Relations 3 Credits
 Prerequisite: BUS 101 and MKT 210 or consent of instructor Introduces the techniques of public relations for those holding supervisory or higher positions in management and marketing. Identifies the principles of creating and maintaining good public relations, including employee-employer relations. Customer-employee relations receive emphasis. Focuses on the programming of the total public relations effort and selecting of appropriate strategy, media and persuasive devices to accomplish objectives.

MKT262 Introduction to Advertising 3 Credits
 Prerequisite: BUS 101 and MKT 210 or consent of instructor Introduces the techniques of advertising for those holding supervisory or higher positions in management and marketing. Identifies the principles of creating and maintaining good advertising, including employee-employer relations. Customer-employee relations receive emphasis. Focuses on the programming of the total advertising effort and selecting of appropriate strategy, media and persuasive devices to accomplish objectives.