

MARKETING (MKT)

MKT 1010 – Principles of Marketing

3 Credit hours

Introduces the essentials of marketing. The environments of marketing, the nature of the consumption forces in the economy, the institutional structure of the American marketing system, distribution, wholesaling and retailing, ultimate consumers and industrial consumers and pricing are studied in detail.

Transfer: TAG.

Corequisites: ECN 1430.

MKT 1610 – Customer Service

1 Credit hour

Develops the necessary skills to be successful in today's customer centric business world. This course examines various service situations and develops the skills necessary to provide superior customer service to all stakeholders.

MKT 1620 – Public Relations

1 Credit hour

Explores the public relations role in the modern world by examining each component of public relations and how it functions using real-world problems and solutions.

MKT 1630 – Mobile Marketing

1 Credit hour

Examines how mobile marketing is defining business today, including strategy, tracking ROI, and advertising. Investigate consumer interactions with mobile devices, and the laws and ethics of mobile marketing.

Corequisites: CPT 1250, MKT 1010.

MKT 2000 – Digital Marketing and Analytics

3 Credit hours

Explores marketing strategies and tactics in digital marketing. Search engine optimization, online advertising, web analytics, and social media will be utilized to build brand awareness and contribute to an integrated marketing communication campaign.

Corequisites: CPT 1250, MKT 1010.

MKT 2210 – Comprehensive Sales Techniques

3 Credit hours

Examines and studies the principles of professional selling including its historical and economic aspects; the selling processes; types of selling; personal selling as a communicative and promotional element in the marketing of goods and services; pre-sale essentials; pre-sale planning; the selling formula; salesmanship at work and self-management.

Corequisites: MKT 1010.

MKT 2300 – Social Media Marketing

3 Credit hours

Explores the various social media channels to build social marketing strategies and track their effectiveness.

Corequisites: CPT 1250, MKT 1010.

MKT 2490 – Applications in Digital Marketing and Media

2 Credit hours

Integrates the knowledge gained, and skills developed, in prior course study. The focus of this capstone course is to apply knowledge and skills to develop a strategic marketing plan and design a digital media project. The course requires the use of marketing information from primary and secondary sources, and the interpretation of such information to design a fully integrated strategic marketing and digital media plan. Course requirements include students' working in teams to select, research, and develop a product, create, and execute a strategic marketing and digital media plan as a capstone project.

Prerequisites: COM 1110, CPT 1250, CPT 1580, CPT 2650, CPT 2670, MKT 1010.

MKT 2520 – Special Studies in Marketing

2 Credit hours

Integrates the knowledge gained, and skills developed, in prior course study. The focus of this capstone course is maximizing the impact of the marketing mix through marketing strategies.

Prerequisites: CPT 1250, MKT 1010, MKT 2000, MKT 2300.