MKT. MARKETING

MKT-221. MARKETING
Credits: 3
An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

MKT-322. ADVERTISING
Credits: 3
Terms Offered: Spring
A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness.

Pre-Requisites
MKT-221.

MKT-324. RETAILING
Credits: 3
A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions.

Pre-Requisites
MKT-221.

MKT-326. THE SELLING PROCESS
Credits: 3
Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction.

Pre-Requisites
MKT-221.

MKT-327. MARKETING SEMINAR
Credits: 3
Terms Offered: Fall
In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites
MKT-221.

MKT-328. CONSUMER BEHAVIOR
Credits: 3
Terms Offered: Fall
This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning.

Pre-Requisites
MKT-221.