

MKT - MARKETING (MKT)

MKT 101 Marketing 3 SHC

This course covers an introduction to the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion, and marketing distribution. The functions of marketing and their social and economic implications will be studied.

Prerequisites: RDG 100 or RWR 100 or appropriate placement scores.

Lecture Hours: 3

Lab/Clinical Hours: 0

MKT 110 Retailing 3 SHC

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs and profit management.

Prerequisites: RDG 100 or RWR 100 or appropriate placement scores.

Lecture Hours: 3

Lab/Clinical Hours: 0

MKT 135 Customer Service Techniques 3 SHC

This course is a study of the techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service, satisfaction, and repeat sales.

Prerequisites: RDG 100 or RWR 100 or appropriate placement test scores.

Lecture Hours: 3

Lab/Clinical Hours: 0

MKT 240 Advertising 3 SHC

This course is a study of the role of advertising in the marketing of goods and services, including types of advertising, media, how advertising is created, agency functions, and regulatory aspects of advertising.

Prerequisites: RDG 100 or RWR 100 or appropriate placement test scores.

Lecture Hours: 3

Lab/Clinical Hours: 0