

## **MKTG - Marketing Management**

MKTG 1100 - Principles of Marketing  
3.000 Credits

This course emphasizes the trends and the dynamic forces that affect the marketing process and the coordination of the marketing functions. Topics include effective communication in a marketing environment, role of marketing, knowledge of marketing principles, marketing strategy, and marketing career paths.

MKTG 1130 - Business Regulations and Compliance  
3.000 Credits

This course introduces the study of contracts and other legal issues and obligations for businesses. Topics include creation and evolution of laws, court decision processes, legal business structures, sales contracts, commercial papers, Uniform Commercial Code, and risk-bearing devices.

MKTG 1160 - Professional Selling  
3.000 Credits

This course introduces professional selling skills and processes. Topics include professional selling, product/sales knowledge, customer analysis/relations, selling process, sales presentations, and ethics of selling.

**MKTG 1190 - Integrated Marketing Communications**  
3.000 Credits

This course introduces the fundamental principles and practices associated with promotion and communication. Topics include purposes of promotion and IMC, principles of promotion and Integrated Marketing Communication (IMC), budgeting, regulations and controls, media evaluation and target market selection, integrated marketing plans, trends in promotion, and promotion and communication career paths.

**MKTG 1210 - Services Marketing**  
3.000 Credits

This course introduces the marketing skills required in a service business. Topics include foundation of services marketing, managing service delivery/encounters, services marketing strategy, and aligning strategy service design, and standards.

**MKTG 1270 - Visual Merchandising**  
3.000 Credits

This course focuses on the components of the visual merchandising of goods and services. Topics include design and color principles, tools and materials of the trade, lighting and signs, installation of displays, store planning, safety, and related areas of visual merchandising and display.

**MKTG 2000 - International Marketing**  
3.000 Credits

Prerequisites: MKTG 1100

This course introduces opportunities and international strategies employed in the global marketplace. Topics include the environment of international marketing, analyzing international marketing opportunities, international market entries, design and international marketing strategy, and paths in international marketing.

**MKTG 2010 - Small Business Management**  
3.000 Credits

This course introduces competencies required in managing a small business. Topics include nature of small business management, business management and organizational change, marketing strategies, employee relations, financial planning, and business assessment and growth.

**MKTG 2070 - Buying and Merchandising**  
3.000 Credits

Develops buying and merchandising skills required in retail or e-business. Topics include principles of merchandising, inventory control, merchandise plan, assortment planning, buying merchandise, and pricing strategies.

**MKTG 2090 - Marketing Research**  
3.000 Credits

Prerequisites: MKTG 1100

This course conveys marketing research methodology. Topics include role of marketing research, marketing research process, ethics in marketing research, research design, collection data analysis, reporting, application of marketing research, and marketing research career paths.

**MKTG 2210 - Entrepreneurship**  
6.000 Credits

Prerequisites: Regular Status

This course provides an overview of the steps in establishing a business. A formal business will be created. Topics include planning, location analysis, financing, developing a business plan, and entrepreneurial ethics and social responsibility.

**MKTG 2290 - Marketing Internship/Practicum**  
3.000 Credits

Prerequisites: Program advisor approval

This course applies and reinforces marketing and employability skills in an actual job placement or practicum experience. Topics include problem solving, adaptability to the job setting, use of proper interpersonal skills, application of marketing skills, and professional development.

**MKTG 2300 - Marketing Management**  
3.000 Credits

Prerequisites: MKTG 1100

This course reiterates the program outcomes for marketing management through the development of a marketing plan. Topics include the marketing framework, the marketing plan, and preparing a marketing plan for a new product.