

BUSINESS MARKETING (MRKG)

MRKG 1301

Customer Relationship Management

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

Topics in this course address general principles of customer relationship management including skills, knowledge, attitudes, and behaviors.

Prerequisite: None.

MRKG 1302

Principles of Retailing

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an introduction to the retailing environment, types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing.

Prerequisite: None.

MRKG 1311

Principles of Marketing

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an introduction to the marketing mix functions and process; identification of consumer and organizational needs; explanation of economic, psychological, sociological, environmental, and global issues. A description and analysis of the importance of marketing research is also provided.

Prerequisite: None.

MRKG 1313

Public Relations

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an exploration of theories, techniques, and processes of public relations including means of influencing methods of building good will, analysis of media, obtaining publicity, and implementation of public relations programs.

Prerequisite: None.

MRKG 2312

e-Commerce Marketing

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course explores electronic tools utilized in marketing; focus on marketing communications in developing customer relationships.

Prerequisite: None.

MRKG 2333

Principles of Selling

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an overview of the selling process. Identification of the elements of the communication process between buyers and sellers and examination of the legal and ethical issues of organizations which affect salespeople are included.

Prerequisite: None.

MRKG 2348

Marketing Research and Strategies

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course provides practical experiences in analyzing marketing studies using data-driven decision-making processes. Includes interrelationships among the components of the marketing mix.

Prerequisite: None.

MRKG 2349

Advertising and Sales Promotion

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course covers integrated marketing communications. It includes advertising principles and practices. Emphasis is on multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints.

Prerequisite: None.