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 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 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.