

Marketing (MKT)

MKT 120: Marketing in a Global Economy

Introduction to marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefit to both for-profit and non-profit organizations. Student will develop an understanding of the marketing process, analyze marketing opportunities and develop strategies to fulfill the needs of target markets.

Credits: 3

Prerequisites: ENG 22 or ENG 24 with a grade of C or better or equivalent.

Recommended Prep: BUS 120.

MKT 130: Principles of Retailing

An introductory view of retailing and its relative position in the marketing chain. Primary emphasis is on the basic functions of a retail store, including finance and control, operations, personnel, merchandising and sales promotion.

Credits: 3

Prerequisites: ENG 22 or ENG 24 with a grade of C or better or equivalent or consent of instructor. Recommended Preparation BUS 120 and MKT 120.