

COURSES

MARKETING AND RETAILING

MKT-120 Principles of Marketing

Lec 3 Lab 0 Clinic 0 Credit 3

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.

Co-Requisites: None

Pre-Requisites: None

MKT-223 Customer Service

Lec 3 Lab 0 Clinic 0 Credit 3

This course stresses the importance of customer relations in the business world. Emphasis is placed on learning how to respond to complex customer requirements and to efficiently handle stressful situations. Upon completion, students should be able to demonstrate the ability to handle customer relations.

Co-Requisites: None

Pre-Requisites: None

MKT-232 Social Media Marketing

Lec 3 Lab 2 Clinic 0 Credit 4

This course is designed to build students' social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses.

Co-Requisites: None

Pre-Requisites: None

Competencies: Integrate different social media techniques into a marketing plan. Describe social media marketing strategies. Create a social media marketing campaign, applying appropriate social media tools. Create a plan to improve marketing efforts for businesses using social media.