

# MARKETING (MARKE)

---

## MARKE 1100

### *Consumer Marketing*

3 Credit Hours

Introduction to consumer marketing principles. Concepts, functions, and activities involved in generating consumer satisfaction are covered. (3 lecture hours)

## MARKE 1150

### *Social Media Marketing*

3 Credit Hours

An overview of social media marketing tools, platforms, and strategies used to boost awareness, expand customer base, and promote a business. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100.

## MARKE 1171

### *Database Marketing*

3 Credit Hours

Strategy, methods and techniques used to design, generate, compile, analyze and strategically use marketing databases. (3 lecture hours)

## MARKE 1175

### *Customer Relationship Management*

3 Credit Hours

Strategy and methods used to increase customer satisfaction and to improve and maintain customer relationships. (3 lecture hours)

## MARKE 1820

### *Selected Topics I*

3 Credit Hours

Introductory exploration and analysis of selected topics with a specific theme indicated by course title listed in college class schedule. This course may be taken four times for credit as long as different topics are selected. (3 lecture hours)

## MARKE 1840

### *Independent Study*

1-3 Credit Hours

Exploration and analysis of topics within the discipline to meet individual student-defined course description, goals, objectives, topical outline and methods of evaluation in coordination with and approved by the instructor. This course may be taken four times for credit as long as different topics are selected. (1 to 3 lecture hours)

**Prerequisite:** Consent of instructor is required.

## MARKE 2210

### *Principles of Marketing*

3 Credit Hours

Study of satisfying customer needs for goods and services. Marketing environments, marketing planning, and marketing research are covered. Target market identification, competitor analysis and marketing strategy are modeled. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100.

## MARKE 2215

### *Domestic Distribution Channels*

3 Credit Hours

Creation and maintenance of a domestic logistics system to move products from producers to consumers. Role of distribution in the marketing effort and in meeting the needs of customers. Distribution channel design, management, motivation, evaluation, price determination and conflict resolution. Domestic logistics and distribution for Internet and direct marketing. (3 lecture hours)

**Prerequisite:** BUSIN 1100 and MARKE 2210 or equivalent.

## MARKE 2220

### *Principles of Selling*

3 Credit Hours

Overview of the selling process in the business-to-business marketing environment. Explores selling competencies, needs assessment, adaptive communication, ethics, technology, and management of the selling process. Applies selling principles to the job search process. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100.

## MARKE 2225

### *Consumer Behavior*

3 Credit Hours

Study of consumer need for goods and services. Surveys the impact of both internal and external forces on consumer decision making. Motivation, personality, attitudes, groups, social media, culture and other types of influences will be considered. Marketer's strategic responses to these influences will also be explored. (3 lecture hours)

**Prerequisite:** MARKE 2210 or equivalent or consent of instructor.

## MARKE 2230

### *Principles of Retail*

3 Credit Hours

Explores principles and growth strategies of retail. Includes market information, organization, layout, location, merchandising, buying, receiving, display, promotion, price, control systems, human resources, and government regulations. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100.

## MARKE 2235

### *Introduction to Digital Marketing Analytics*

3 Credit Hours

Learn the digital marketing reporting tools to collect, measure and analyze data trends and patterns to make optimal business recommendations. Course prepares students to complete related industry certifications. (3 lecture hours)

**Prerequisite:** Recommended: MARKE 2270 or MARKE 1150 or equivalent

## MARKE 2240 (MC 912)

### *Advertising*

3 Credit Hours

Explores the role of advertising as it relates to an organization's integrated communication plan. Topics include copywrite, design, media selection, buyer behavior, and government regulation on advertising. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100 and MARKE 2210.

**MARKE 2250**

***Business to Business***

3 Credit Hours

Application of marketing principles to the business/industrial/organizational market. Covers demand, marketing intelligence, and the development of strategy for products and services, supply chain management, pricing, promotion, control, customer relationship management, communication, and electronic marketing methods. (3 lecture hours)

**Prerequisite:** Recommended: BUSIN 1100 and MARKE 2210.

**MARKE 2255**

***International Logistics***

3 Credit Hours

Planning, implementing and controlling an international system to move products from point of origin to consumers located in a different country. Covers the primary elements of international logistics including legal considerations, transportation modes and packaging for export. (3 lecture hours)

**MARKE 2270**

***Digital Marketing***

3 Credit Hours

Explore world of digital marketing through email, mobile, video, search engine and social media. Integrate digital tools into marketing campaigns to build brand equity, create awareness, and motivate desired consumer behaviors. (3 lecture hours)

**Prerequisite:** Recommended: MARKE 2210.

**MARKE 2860**

***Internship for Marketing***

1-4 Credit Hours

Course requires participation in Career and Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits.

**Prerequisite:** Consent of instructor, Marketing 2210, 2.0 cumulative grade point average; six semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the Associate Dean from the academic discipline where the student is planning to earn credit.

**Course types:** Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)

**MARKE 2865 (MARKE-PE1)**

***Internship Advanced (Career & Tech Ed)***

1-4 Credit Hours

Continuation of Internship (Career and Technical Education). Course requires participation in Career & Technical Education work experience with onsite supervision. Internship learning objectives are developed by student and faculty member, with approval of employer, to provide appropriate work-based learning experiences. Credit is earned by working a minimum of 75 clock hours per semester credit hour, up to a maximum of four credits.

**Prerequisite:** Consent of instructor and 2.0 cumulative grade point average; 12 semester credits earned in a related field of study; students work with Career Services staff to obtain approval of the internship by the dean from the academic discipline where the student is planning to earn credit.

**Course types:** Contemporary Life Skills (A.A., A.S., A.A.S., A.G.S.)