Marketing (MKT)

MKT 1020  Salesmanship  .................................................. 3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Students will identify and define buying motives and the techniques of making a sale by preparing a complete sales presentation which will include the pre-approach preparation, the approach, determining the customer's needs, creating desire, overcoming objections, and closing the sale. They will also locate, identify, and relate the selling points of an item by preparing a merchandise information manual. The student will recall and explain the physical and mental characteristics associated with successful sales personnel, how to complete a job application properly, and how to conduct himself or herself in an interview by participating in a practice job interview. BILLABLE CONTACT HOURS: 3

MKT 2010  Advertising  ...................................................... 3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Students will be introduced to the world of advertising and how it fits in with the marketing concept. Students will study the elements of effective and ineffective advertising as well as an extensive concentration of media, advertising agencies, consumer research, advertising planning, and budgeting. Students will be exposed to careers in advertising, legal requirements, and the advertising campaign in addition to the global aspects of advertising. BILLABLE CONTACT HOURS: 3

MKT 2520  Fundamental of Marketing Theory/Practice .................................................. 3 Credit Hours
English/ESL Placement: Placement into ENG 1510.
Prerequisite: BUS 1100
The student will explore the contemporary process of marketing. Students will demonstrate an understanding of such functions as retailing, pricing, wholesaling, advertising, market research, physical distribution, promotion, and personal selling. The course which will emphasize a global perspective, will also study consumer behavior, buyer behavior, and market segmentation. BILLABLE CONTACT HOURS: 3