

# MARKETING (MKT)

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## **MKT 201 - Principles of Marketing**

**Credit Hours: 3, Contact Hours: 3**

Division: Business

This course surveys the wide scope of marketing as it influences both profit and nonprofit firms with emphasis on the marketing concept as a business philosophy. Ethics, globalization, and technological advances in marketing will be explored. Elements of the marketing mix and the elements of the promotional mix will be studied and incorporated into a marketing plan. Target marketing and segmentation of consumer markets along with consumer buying behavior will be studied in this course. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.

Recommended Prerequisites: BUS 101, ENG 111 minimum placement

## **MKT 208 - Digital Marketing**

**Credit Hours: 2, Contact Hours: 2**

Division: Business

Students will learn how to develop a digital marketing strategy which may include display ads, search marketing, content marketing, email marketing and social media marketing. Developing an awareness of digital marketing strategies leads to an informed, critical internet consumer. Basic email and internet usage skills required. Group 2 course. Communications - Direct, Critical Thinking - Direct.

Recommended Prerequisites: ENG 111 minimum placement

## **MKT 241 - Principles of Advertising**

**Credit Hours: 3, Contact Hours: 3**

Division: Business

This course will prepare the learner with an understanding of the real economic, social, and cultural impact of advertising and conversely, the impact of society's values on advertising. The strategic function of advertising within the broader context of business and marketing will be discussed in this course. The creative aspects of advertising will be studied, and students will develop an advertising campaign or related project. The global effect of marketing and advertising on business and national economies will be addressed along with ethical issues related to truth in advertising in today's society. Group 2 course. Communications - Direct, Critical Thinking - Direct, Infused: Writing Intensive.

Recommended Prerequisites: BUS 101, ENG 111 minimum placement

## **MKT 290 - Marketing Internship**

**Credit Hours: 3, Contact Hours: 3**

Division: Business

The purpose of the internship is to provide on-the-job training for the student who wishes to pursue a career in Marketing. The internship will be customized to meet the learning needs of the student and the job requirements of the sponsoring firm. Students spend 10-15 hours per week in this supervised on-the-job training experience. In addition to the required 50 hours per credit in a work site, students will meet with the Experiential Coordinator as needed throughout the semester for internship support feedback, review of professional employment documents and an internship exit interview. Students must apply one month prior to the semester in which they will complete the internship. Group 2 course. Communications - Direct.

Required Prerequisites: 30 credits of program specific courses with a GPA of 2.0 or higher