

MARKETING (MKT)

Course Descriptions

MKT 104. Principles of Selling. 3 Credit Hours.

A course in creative, strategic, consultative and adaptive selling techniques applied to various kinds of products and services sold into and through industrial, trade, and retail markets. Emphasis on clear and adequate effectiveness of selling, utilizing presentation skills and a high degree of business ethics.

Prerequisites: Reading Proficiency

MKT 203. Principles of Marketing. 3 Credit Hours.

Principles of Marketing examines the essential functions of the strategic marketing process including the marketing analysis of business opportunities and subsequent development of marketing strategies.

Prerequisites: BUS 104 and ECO 152 with minimum grades of "C", and Reading Proficiency