

Marketing (MKT)

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MKT 120 : Principles of Marketing

Credits: 3

Class Hours: 3 lecture

Description: This course is an introduction to marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefits to both for-profit and non-profit organizations. Students will develop an understanding of the marketing process, analyze marketing opportunities, and develop strategies to fulfill the needs of target markets.

Semester Offered: Fall

Course Student Learning Outcomes (CSLOs):

1. Utilize creativity and logical strategies and techniques to solve complex business issues.
2. Define and describe the four elements of the Marketing Mix.
3. Explain the significance of customer relationship management.
4. Analyze business functions and practices to develop marketing mix strategies.

MKT 130 : Principles of Retailing

Credits: 3

Class Hours: 3 lecture

Description: This course provides an introductory view of retailing and its relative position in the marketing chain. The primary emphasis is on the basic functions of a retail store, including finance and control, operations, personnel, merchandising, and sales promotion.

Semester Offered: Fall (every odd year), Spring (every odd year)

Course Student Learning Outcomes (CSLOs):

1. Apply merchandise management strategies to optimize profitability.
2. Analyze the various retail venues and their impact on the economy.
3. Apply retail operation strategies to meet the needs of the target market.