

# MARKETING (MKTG)

## **MKTG 201-DL Principles of Marketing (1 Unit)**

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

## **MKTG 201-PP Principles of Marketing (1 Unit)**

NPEP course.

## **MKTG 310-CN Integrated Marketing Communications (1 Unit)**

Practical introduction to integrated marketing communication strategic concepts and methods. Topics include product strategy, branding, pricing strategy, distribution, retailing, service marketing, advertising, promotion and media.

## **MKTG 320-CN Brand Management (1 Unit)**

Introduction to brand management as critical element to maintaining the long-term profitability of products and services. Topics include understanding of brands from a customer perspective; building, measuring, and leveraging brand equity; managing brand portfolios and managing brands over time.

## **MKTG 320-DL Brand Management (1 Unit)**

Some of the most valuable assets managed by companies today are the brand names associated with their products and services. Strong brands can influence purchase decisions by communicating the value of and providing differentiation for products and services. Effective brand management is critical to maintaining the long-term profitability of products and services. This course is designed to develop students' understanding of the importance of brand equity as well as how to build, measure and manage brand equity. Topics will include understanding brands from the customer's perspective, building brand equity, measuring brand equity, leveraging brand equity, managing brand portfolios and managing brands over time.

## **MKTG 350-CN Market Research (1 Unit)**

Introduction to marketing research and the marketing research process.

## **MKTG 350-DL Market Research (1 Unit)**

This course will introduce students to marketing research and the marketing research process. Initially, the class will orientate the student into the world of marketing research. After that initial survey, the course will then move into four different parts of the research process, integrated into in-class examples: (1) the different kinds of data, (2) tools and techniques to analyze that data, (3) how the results might be presented and (4) how managers might use the data to make decisions. The course will include lectures, as well as hands-on work analyzing market data.

## **MKTG 360-CN International Marketing (1 Unit)**

Examination of both international marketing and the effort to market to various cultures within the United States.

## **MKTG 370-DL Introduction to Public Relations (1 Unit)**

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy;

how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages.

## **MKTG 390-CN Topics In Marketing: (1 Unit)**

Topics vary. May be repeated for credit with different topic.

## **MKTG 399-CN Independent Study (1 Unit)**