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 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 350-CN Market Research (1 Unit)**
Introduction to marketing research and the marketing research process.

**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 390-CN Topics In Marketing: (1 Unit)**
Topics vary. May be repeated for credit with different topic.

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