

MKT Marketing

MKT 105 Sports Marketing (3-0) 3 crs.

Focuses on the strategic marketing process as it is applied to the sports industry. Topics to be investigated include sponsorships, understanding spectators as consumers, and the application of the marketing mix in a sports environment.

MKT 106 Retail Merchandising (3-0) 3 crs.

Focuses upon the merchandising activities related to hardlines, apparel, and other softline merchandise. Examines the role and qualifications of the buyer and the influence of consumer preference. Includes budgeting by dollars and assortment, pricing strategy, managing assortments, the selection and promotion of merchandise, and the coordinator of merchandising functions and processes.

MKT 140 Principles of Professional Selling (3-0) 3 crs.

Focuses upon the principal factors of successful selling of goods or ideas. Examines buying motives, sales psychology, customer approach and sales techniques.

MKT 145 Identify and Evaluate Prospective Customers (3-0) 3 crs.

Focuses on how to source, identify and evaluate prospective customers and consumers. Identifies the uses various tools and techniques to distinguish and assess likely sources for new customers and convert customers into buyers to beat the competition.

MKT 180 Strategic Communication for A Digital World (3-0) 3 crs.

Introduces the fundamental skills needed to develop Web-appropriate written content that can be leveraged for strategic marketing purposes on multiple digital platforms. Evaluates platform requirements and explains the nuances of multimedia writing. Presents techniques to identify success metrics, assess and report content performance and make data-driven recommendations. Recommended preparation: ENG 101 or placement options into ENG 101. https://www.harpercollege.edu/registration/testing/pdf/ENG_Placement_Grid.pdf

MKT 217 Advertising (3-0) 3 crs.

Purposes of advertising, how advertisements are prepared and delivered in media, and how effectiveness of advertising is measured and evaluated in relation to the selling and marketing process. IAI MC 912

MKT 242 Creating A Competitive Advantage (3-0) 3 crs.

Emphasizes the principles, components and processes of marketing and sales for creating and sustaining a competitive advantage to consistently beat the competition. Identifies and evaluates how to develop and retain a competitive advantage in the rapidly changing business environment.

MKT 243 Social Commerce and Sales (3-0) 3 crs.

Provides an introduction to social commerce and how to use the major social platforms on a smartphone to market and increase sales. Reviews sales initiatives including programs and alerts to increase sales with targeted customers. Explains the importance of using reward programs in social commerce to increase sales, referrals and customer loyalty.

MKT 245 Principles of Marketing (3-0) 3 crs.

Focuses on marketing activities that will cover product planning, pricing strategies and promotional efforts including advertising, selling and sales promotions and distribution channel effectiveness.

MKT 247 Consumer Buying Behavior (3-0) 3 crs.

Reviews and analyzes areas of consumer and organizational buying behavior that guide marketing management decisions. The focus of the course will be directed toward the application of concepts on buying behavior to specific functional areas of marketing management in both the industrial and consumer markets.

MKT 252 Internet Marketing (3-0) 3 crs.

Presents techniques on how to design, maintain, and market effective digital storefronts. Focuses on communicating, selling, and providing content to Web-based stores and other Internet businesses.

MKT 281 Internship in Marketing (1-15) 3 crs.

Provides work experience in a marketing-related field. Credit is given for participation in a supervised work experience wherein an organized training plan will be followed at a College-approved training station. One lecture hour per week for a seminar devoted to issues dealing with preparation for success in a marketing career.

Prerequisite: MKT 245 and 3 credit hours in MGT or MKT course work, or consent of program coordinator.

MKT 285 Topics in Marketing (0.5-0 to 3-0) 0.5-3 crs.

Studies selected problems or topics in marketing. The exact content and instructional methodology will vary semester to semester depending on the material to be studied. A syllabus or course outline containing additional information will be available with pre-registration materials each time that the course is offered. This course may be repeated two times to a maximum of three credit hours.