

# Marketing

The marketing program is one of the most established and respected programs within the marketing discipline. It is a computer-based program in which marketing theory and practice receive equal emphasis as applied to both financial and managerial marketing issues. It intends to support the career objectives of those looking to enter the job market upon graduation, as well as the academic needs of those looking to pursue advanced degrees. Required course work covers areas critical to success in today's marketing workplace:

- Technical marketing knowledge
- Communication and interpersonal skills
- Career-related computer literacy
- A laptop computer is recommended, but not required, for students entering the marketing program.

## Courses

| Course Number | Course Title                                                | Credits     |
|---------------|-------------------------------------------------------------|-------------|
| MARKE 1100    | Consumer Marketing                                          | 3 Credits   |
| MARKE 1170    | Internet & Social Media Marketing                           | 3 Credits   |
| MARKE 1171    | Database Marketing                                          | 3 Credits   |
| MARKE 1175    | Customer Relationship Management                            | 3 Credits   |
| MARKE 1820    | Selected Topics I                                           | 3 Credits   |
| MARKE 1840    | Independent Study                                           | 1-3 Credits |
| MARKE 2210    | Principles of Marketing                                     | 3 Credits   |
| MARKE 2215    | Domestic Distribution Channels                              | 3 Credits   |
| MARKE 2220    | Principles of Selling                                       | 3 Credits   |
| MARKE 2230    | Principles of Retail                                        | 3 Credits   |
| MARKE 2240    | Advertising                                                 | 3 Credits   |
| MARKE 2250    | Business to Business                                        | 3 Credits   |
| MARKE 2255    | International Logistics                                     | 3 Credits   |
| MARKE 2860    | Internship (Career & Technical Ed)yCoop Ed/Internship Occup | 1-4 Credits |
| MARKE 2865    | Internship Advanced (Career & Tech Ed)                      | 1-4 Credits |