

MARKETING (MKTG)

MKTG 350 - Principles of Marketing (3 Credits)

Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society.

Prerequisites: ECON 221, ECON 222, ACCT 225, and ACCT 226 for Business Administration majors; ECON 224 and ACCT 222 for non-Business Administration majors.

MKTG 351 - Consumer Behavior (3 Credits)

The consumer decision process, with emphasis on consumer decision making, satisfaction/dissatisfaction factors, perception, learning, group influences, and marketing strategy implications.

Prerequisites: MKTG 350.

MKTG 457 - Personal Selling and Sales Management (3 Credits)

Examines fundamentals of personal selling and sales management and the development of communication and selling skills that yield desired sales results.

Prerequisites: MKTG 350.