

MARKETING (MAR)

MAR 111 | Principles of Sales

Lecture Credit: 3

Enables the student to understand and develop ethical sales techniques and covers the role of selling in the marketing process. Areas of emphasis include behavioral considerations in the buying and selling process and sales techniques.

Prerequisite: BUS 115 with a grade of C or better

MAR 117 | Principles of Retailing

Lecture Credit: 3

Emphasizes the study of the basic principles and techniques of merchandising, operations, layout, store organization, site location, and customer service with an emphasis on retailing operations.

Prerequisite: BUS 115 with a grade of C or better, or BUS 115 as a corequisite

MAR 160 | Customer Service

Lecture Credit: 3

Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.

Prerequisite: Grade of C or better in BUS 115; and demonstrated college readiness in English and reading (CCD.edu/CollegeReady)

MAR 216 | Principles of Marketing

Lecture Credit: 3

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.

Prerequisite: BUS 115 or CIS 118 with a grade of C or better

MAR 220 | Principles of Advertising

Lecture Credit: 3

Examines the principles and practices of advertising and its relationship to business in order to promote a business or organization. Areas of major emphasis include advertising principles, strategies, media, copy and layout, and ethical considerations.

Prerequisite: BUS 115 with a grade of C or better

MAR 240 | International Marketing

Lecture Credit: 3

Enables the student to explore the international marketing for U.S. products, and to explore the increasing competitive international environment and recent changes in the environment that have challenged U.S. business. The course is designed to make the reader an "informed observer" of the global market place as well as enabling him/her to develop skills to make marketing decisions in a global context.

Prerequisite: BUS 115 with a grade of C or better