

# MARKETING (MAR)

## **MAR 1011 | 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.

## **MAR 1017 | 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.

## **MAR 1060 | 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.

## **MAR 2016 | 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.

## **MAR 2020 | 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.

## **MAR 2040 | 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.

## **MAR 3040 | Business Practical Marketing**

Lecture Credit: 3

Explores contemporary marketing environments, effective strategies and practices and common legal, ethical, and social issues within a variety of industries. This course emphasizes elements of the marketing mix, including product and service development and management, social media, e-marketing, pricing, channel management, and promotion.

## **MAR 4010 | Digital Marketing and Analytics**

Lecture Credit: 3

Presents practical application of the Internet and digital platforms for marketing products and services. This course develops skills and techniques in product and services marketing, sales, and analytics. This course explores the diverse online business models, digital advertising, social media marketing techniques, and advanced marketing analytics. The course emphasizes data-driven marketing decision-making.