

MARKETING (MKT)

All MKT and MMR courses numbered 100 and above may be applied to the major field and elective requirement for the Associate in Arts and Associate in Science degrees.

MKT 103 Marketing (3) 3,0

Fundamental course describing the total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services. Includes consumer motivation and behavior, consumer buying patterns, product planning and development, distribution channels and the retail market, pricing objectives, promotions, marketing in special fields and evaluation of the marketing effort. This course is repeatable 1 time. (1.1) Proficiency Credit Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MKT 105 Sales (3) 3,0

A practical course that deals with the sales process (prospecting, preapproach, presentation or demonstration, trial close, answering questions and meeting objections, close, follow-up), motivational and behavioral techniques used in selling, ethics in selling, and the exploration of selling as a career. Each student will be involved in sales demonstrations and the critique of sales demonstrations. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

MKT 115 Advertising and Promotion (3) 3,0

Broad survey of advertising in an economy of abundance and its relationship to marketing, sales and profit. Newspaper, radio, TV and direct mail advertising will be studied. Problems and techniques of planning and coordinating an integrated series of promotional efforts for a successful promotional program will be discussed. (1.2) IAI Major: MC 912 Proficiency Credit Available (2 EI) Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall, Spring and Summer

MKT 160 Digital and Social Media Marketing (3) 3,0

This course examines the impact of social media and other digital marketing platforms and their roles in integrated online and offline marketing management decisions. Emphases are placed on strategic planning, digital content management, and analytics to measure results. The skills and knowledge to improve an organization's online presence will be developed in a simulated environment where students will make practical and consequential digital marketing decisions. (1.2) Proficiency Credit: Not Available Pass/No Credit: Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: None

Semester(s) Offered: Fall and Spring

MKT 290 Marketing Internship (3) 0,0

This course is designed to give the student valuable hands on experience by entering a partnership with industry. The internship agreement will last for a minimum of 300 hours. Under the supervision of a faculty member and designated employee, the student will participate in a variety marketing projects. (1.2) Proficiency Credit Not Available Pass/No Credit Not Available.

In-District Tuition/Fees: \$405 (effective 2024/25 academic year)

In-district tuition rates are subject to change based on Board approval.

Prerequisite: Consent of instructor

Semester(s) Offered: Fall, Spring and Summer