

MARKETING (BTS DIVISION)

MKTPT-130 INTRODUCTION TO MARKETING (3 cr.) Study how goods and services flow from the producer to the ultimate consumer. Includes an overview of models, concepts, and techniques that are effective in the design and implementation of marketing programs, as well as methods, policies and evaluation of the various marketing institutions.

MKTPT-190 DIRECTED STUDY IN MARKETING (1-6 cr.)

MKTPT-191 WORKSHOP IN MARKETING (1-6 cr.)

MKTPT-192 SPECIAL TOPICS IN MARKETING (1-6 cr.)

MKTPT-194 INTERNSHIP IN MARKETING (1-12 cr.)

MKTPT-207 RETAILING (3 cr.) Covers promotion and management of retailing establishments, including service organizations. Topics emphasize merchandising, product handling, distribution, inventory management, policies, and procedures.

MKTPT-211 BUSINESS ACCOUNTING (3 cr.) Survey of accounting with emphasis on basic accounting principles, use of accounting data, presentation, and analysis as related to business decision making using computerized, small business software.

MKTPT-225 PERSONAL SELLING (3 cr.) Course will present students with professional selling techniques and skills as applied in working situations in modern businesses, including methods of gaining customer attention, interest, desire, and action. Students perform customer service skills as practiced and demonstrated in retail, professional, and business-to-business sales. Overall customer service skills are emphasized throughout the course.

MKTPT-235 CAREER SKILLS (3 cr.) This course presents practical strategies that prepare students to confirm an appropriate career, to conduct a successful job search and to lay the foundation for successful career development. Emphasis is on Career Action assignments to assess skills and interests, to research prospective employers, to learn about current application requirements, to prepare resumes and cover letters, to practice meeting with business people in a targeted career field and to practice interviewing. These assignments polish job search and career management skills so students can apply them directly to achieving immediate and future career goals. This is a capstone course, intended mostly for graduating students.

MKTPT-251 ORGANIZATIONAL LEADERSHIP SEMINAR I (2 cr.) Provides students with applied human relation activities and provides an opportunity to demonstrate leadership skills. Various contemporary issues will be presented. The student association (Delta Epsilon Chi) component of the class offers students the challenging experience of working with, for and through others. Robert's Rules of Order (newly revised) and Parliamentary Procedure. May be repeated up to 4 credits.

MKTPT-252 ORGANIZATIONAL LEADERSHIP II (1 cr.) Concurrent enrollment in MKTPT 251 is required. Enrollment in this course is subject to advisor approval and limited to officers of Delta Epsilon Chi. May be repeated up to 4 credits.

MKTPT-270 APPLIED MARKETING (3 cr.) This course is designed to provide an avenue in which students will apply their broader business skills and training to a narrower, more detailed area of expertise. The content includes critical thinking, planning and strategy implementation, presentation skills and management decision-making. Course curriculum integrates curriculum and criteria of Delta Epsilon Chi competitive events including, Sports and Entertainment Marketing, Design, Sales Representatives, Advertising Campaign, and Web Site Development. Students may choose to enter their final project in DEC's annual conferences and competitions.

MKTPT-277 ELECTRONIC COMMERCE (3 cr.) This course will cover capabilities of the Internet to support and enable electronic commerce; effective website design and implementation; and managerial issues. This course breaks away from traditional EC methods and focuses on emerging technology and student skill with planning, designing, implementing, and controlling EC on the Internet and with Intranets and Extranets.

MKTPT-290 DIRECTED STUDY IN MARKETING (1-6 cr.)

MKTPT-291 WORKSHOP IN BUSINESS (1-6 cr.)

MKTPT-292 SPECIAL TOPICS IN MARKETING (1-6 cr.)

MKTPT-294 INTERNSHIP IN MARKETING (1-12 cr.)

MKTPT-296 COOPERATIVE EDUCATION IN MARKETING (1-6 cr.)

MKTPT-390 DIRECTED STUDY IN MARKETING (1-6 cr.)

MKTPT-391 WORKSHOP IN MARKETING (1-6 cr.)

MKTPT-392 SPECIAL TOPICS IN MARKETING (1-6 cr.)

MKTPT-394 INTERNSHIP IN MARKETING (1-12 cr.)

MKTPT-490 DIRECTED STUDY IN MARKETING (1-6 cr.)

MKTPT-491 WORKSHOP IN MARKETING (1-6 cr.)

MKTPT-492 SPECIAL TOPICS IN MARKETING (1-6 cr.)

MKTPT-494 INTERNSHIP IN MARKETING (1-12 cr.)

MKTPT-496 COOPERATIVE EDUCATION IN MARKETING (1-6 cr.)