

# MARKETING COMMUNICATIONS (MRKT)

## MRKT 125 Introduction to Marketing

(3 Credits, Fall)

This course introduces students to the fundamentals of national and international marketing concepts, business communication practices, consumer demand and behavior, and marketing functions. Students engage in situational analysis, market research techniques, and marketing communication strategies and apply them to an organizational marketing plan. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 203 Principles of Promotion

(3 Credits, Spring)

This course introduces students to integrated elements of promotional strategy including: advertising, direct response, sales, promotion, public relations, and social media in contemporary environments. Students explore media and message elements involved in the creation of campaigns. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 240 Social Media Management

(3 Credits, Spring)

This course introduces students to the role of influence and persuasion when managing professional social media accounts. Students practice social media management skills, develop social media plans, and examine key components in modern inbound marketing communication. Emphasis is on ethical social media strategies. PREREQ: BUSA 101 and MRKT 125. PRE/COREQ: MRKT 203. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 245 Business Simulation and Analysis

(3 Credits, Fall)

This course focuses on key business concepts of consumer behavior, pricing, competitive analysis, marketing strategy, product positioning, and segmentation. Students will learn to research, discuss cases in class, and build case studies to develop their business analysis skills. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 246 Advanced Digital Marketing

(3 Credits, Spring)

This course focuses on the most effective ways to market products and services using digital technologies. Topics include research, evaluation and practical applications of SEO, enterprise marketing, affiliate marketing, reputation management, social media advertising, rich media, sponsored content, and email marketing. Also includes analysis of customer interactions, influencer strategies, and optimization of social exposure. PREREQ: MRKT 245. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 257 Principles of Management

(3 Credits, Fall/Spring)

This course introduces students to the basic management functions of planning, organizing, staffing, directing, and controlling. Students focus on practical applications of job design and analysis, employee training and development, motivation, leadership, negotiation, improving team performance and productivity, and creative problem-solving as they relate to retail, service, and wholesale fields. PREREQ: BUSA 101. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 262 Business Plan Development

(3 Credits, Spring)

This course presents the concepts of planning, organizing, and managing a small business enterprise with emphasis on the procedures and regulations that influence success. Study includes an overview of entrepreneurship and the essential factors for launching a new venture, including the creation of a complete business plan. PREREQ: MRKT 240. (3 lecture hours, 0 lab hours, 3 credits)

## MRKT 290 Marketing Communications Capstone

(3 Credits, Fall/Spring)

This course provides a culminating experience for Marketing Communication majors. Students will review and apply previous and current learning outcomes while completing a 135-hour internship, building a personal portfolio, and giving a final presentation before faculty. Students should enroll in this course in their final semester. PREREQ: PERM/INST. (3 lecture hours, 0 lab hours, 3 credits)

*Refer to How to Read Course Descriptions for an explanation of elements found in the course descriptions above.*