

## **Marketing**

### **MKT 220**

#### **Principles of Marketing..... 3.00 credits**

This course will focus on examining the basic principles of marketing, including looking at the “hot buttons” of a consumer (what it is that makes them take action) and how to capitalize on this knowledge. The course topics include, but are not limited to, marketing communications, pricing strategies, ethics, e-commerce, and product life cycles. Students will combine these activities to develop a true marketing plan for a real company.

### **MKT 310**

#### **International Marketing..... 3.00 credits**

This course will focus on the process for maximizing transactions and relationships across international borders. A wide range of international marketing initiatives will be studied, including: export-import trade, joint ventures, subsidiaries, operations, pricing strategies, and product branding. Prerequisite(s): ENG 101, ENG 102. Recommended Prerequisite(s): MKT 220.

### **MKT 350**

#### **Digital Mktg & Comm in a Globl Envr. . 3.00 credits**

This course will focus on an in-depth look at social networks, social media platforms and digital marketing in a global world driven by business innovation and entrepreneurship. The course will equip students with the relevant knowledge, perspectives, and practical skills required to develop digital marketing strategies that leverage social interactions in a global world. Prerequisite(s): ENG 101, ENG 102, & MKT 220.