

# BUSINESS MANAGEMENT (MRKG)

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**MRKG 1302 Principles of Retailing 3 Credits (3 Lec, 0 Lab)**

This course is an introduction to the retailing environment, types of retailers, current trends, the employment of retailing techniques, and factors that influence retailing.

Course Type: Technical

**MRKG 1311 Principles of Marketing 3 Credits (3 Lec, 0 Lab)**

This course is an introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Course Type: Technical

**MRKG 2312 E-Commerce Marketing 3 Credits (3 Lec, 0 Lab)**

This course explores electronic tools utilized in marketing with a focus on marketing communications in developing customer relationships.

Course Type: Technical

**MRKG 2333 Principles of Selling 3 Credits (3 Lec, 0 Lab)**

This course is an overview of the selling process. Identification of the elements of the communication process between buyers and sellers is discussed as well as examination of the legal and ethical issues of organizations which affect salespeople.

Course Type: Technical

**MRKG 2348 Marketing Research and Strategies 3 Credits (3 Lec, 0 Lab)**

This course covers practical experiences in analyzing marketing studies using data-driven decision-making processes. Includes interrelationships among the components of the marketing mix.

Course Type: Technical