

MARKETING (104)

104-102 Marketing Principles

Credits: 3

This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rationale for a marketing approach to strategic planning, specific topics include target market selection and issues related to product, price, distribution, and promotion decisions.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-104 Selling Principles

Credits: 3

Learners will discover the personal and occupational applications of selling (defined as "an interpersonal persuasive process designed to influence some person's decision"). Selling is investigated from the following viewpoints: personal, industrial, wholesale, retail, door-to-door, and service. Students also learn and practice the professional principles involved in relationship selling.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-108 Website Administration for Marketers

Credits: 2

This course is designed for the non-technical person who wishes to understand and implement good website design concepts, security of the website, search engine optimization, and the day-to-day administration of a company's website and social media sites. Technology will be reviewed in layman's terms to prepare the student for working in today's marketing environments.

Aid Code: 10 - Associate Degree.

Pre-requisites: 104-102

Complete Course Listing

104-109 Social Media Marketing

Credits: 3

This course provides an overview in effective use of social media tools to conduct marketing activities for target markets. Students will learn how to integrate social media tools into the marketing plan and will learn how to write effectively when using specific social media tools such as Facebook, Twitter, or blogging from company websites.

Aid Code: 10 - Associate Degree.

Pre-requisites: (104-102) and (104-117) and (801-195 or 801-136)

Complete Course Listing

104-113 Marketing Career Strategies

Credits: 2

Traditional and alternative career search techniques are explained in this course. Emphasis is placed on both standard job application procedures and alternative techniques most often recommended by employers, recruiters, and other employment/personnel specialists. Students will complete a portfolio project that can be used to assist them with career search strategies and interviewing. Students should enroll in this course in their final semester of the Marketing Program.

Aid Code: 10 - Associate Degree.

Pre-requisites: (102-156) and (104-109) and (104-117) and (104-144) and (104-160)

Co-requisites: (104-118) and (104-146)

Complete Course Listing

104-117 Integrated Marketing Communications

Credits: 3

This course provides a broad overview of the entire spectrum of paid and non-paid activities designed to encourage the purchase of products and services, including, but not exclusive to, advertising, display, publicity/news releases, public relations, packaging, special events and sales promotion.

Aid Code: 10 - Associate Degree.

Pre-requisites: (104-102) and (801-195 or 801-136)

Co-requisites: (801-196)

Complete Course Listing

104-118 Marketing Design Concepts

Credits: 3

This course examines the aesthetic, symbolic, and technical qualities of color that challenge the designer. Students will refine their use of the design principles using layout and composition techniques to solve design problems relevant to desktop publishing, web design, and/or any form of marketing communication. Applications to effective web marketing will be explored.

Aid Code: 10 - Associate Degree.

Pre-requisites: 104-144

Complete Course Listing

104-130 Fundamentals of Customer Service

Credits: 3

This course is designed for learners who desire training in the fundamentals of customer service as they relate to business. It introduces core customer service concepts and an overview of the essential skills needed to succeed in any organization. In addition to dealing with internal and external audiences, specific topics include: listening techniques, verbal and nonverbal communication, dealing with various customer types, use of technology, handling a variety of complex customer situations, as well as an overview of careers within the customer service industry.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-131 Relationship Management Customer Service

Credits: 3

Effectively managing relationships with customers is critical to any successful customer service operation. Learners will explore strategies to identify customer needs, communicate effectively, and demonstrate professional work attitudes and ethics. Hands-on activities will help develop interpersonal and intrapersonal skills and an appreciation for various cultures and customers.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-132 Time Management and Problem Solving

Credits: 3

Learn techniques for prioritizing work, handling multiple tasks, and managing change. This course is designed for anyone interested in improving their customer service skills. Participants will also learn how to resolve conflict and improve working relationships with customers and peers.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-133 Sales Skills for Customer Service

Credits: 3

This course is designed for learners who seek sales-related training as it applies to the role of a customer service agent. Concepts such as up selling and cross selling will be discussed as well as basic sales information such as profits and losses, referrals, finding alternative solutions, and use of resources available to customer service personnel.

Aid Code: 10 - Associate Degree.

Complete Course Listing

104-140 e-Commerce Principles

Credits: 3

This course provides an overview of electronic commerce. Business models underlying these electronic commerce applications are studied from both an operational strategic perspective. A review is made of WWW technology trends including electronic payment and related issues of authentication, security, privacy, intellectual property rights, and tax implications. The role of marketing personnel in e-Commerce will be explored.

Aid Code: 10 - Associate Degree.

Pre-requisites: 103-106

Complete Course Listing

104-144 Desktop Design

Credits: 3

Students will learn how to use computer and multimedia technology to plan, design, and execute marketing related communications activities within the business firm. Students will learn to use Desktop Publishing and Desktop Design hardware and software suitable for both in-house, or electronic pre-press production of catalogs, brochures, flyers, posters, and product information sheets.

Aid Code: 10 - Associate Degree.

Pre-requisites: (104-117) and (801-195 or 801-136) and (103-106)

Complete Course Listing

104-146 Marketing Management

Credits: 3

This fourth-semester course instructs students in decision making relative to the marketing mix with special emphasis on the development, organization, implementation, and control of the marketing plan. This capstone course will help the learner analyze the available research data and then, when necessary, modify the data on the basis of logic and reason. The course helps the learner make not only informed marketing decisions, but also build rationale to defend it. Case studies and/or simulations used in class are designed to improve business acumen and managerial judgment.

Aid Code: 10 - Associate Degree.

Pre-requisites: 104-160

Complete Course Listing

104-154 Supervised Occupational Experience-Marketing

Credits: 2

Marketing students complete an on-the-job training plan based on a three-way agreement between an approved employer/sponsor, the student/intern, and the college. Participation in the supervised occupational experience involves marketing-related, mid-management or specialist employment based on the student's marketing career goals. Students are provided with an opportunity to learn operational skills not taught in the classroom.

Aid Code: 10 - Associate Degree.

Pre-requisites: (104-104) and (104-190) and (196-135) and (102-156) and (104-109) and (104-144) and (104-160)

Complete Course Listing

104-160 Marketing Research

Credits: 3

The emphasis of this course will be on the collection of primary data through marketing research methodologies: observation, focus groups, interviews, and surveys. The course will also introduce students to the various methods of collecting secondary data. Concepts will be reinforced through group projects.

Aid Code: 10 - Associate Degree.

Pre-requisites: 104-102

Complete Course Listing

104-190 Retail Principles

Credits: 3

This course includes a study of considerations and opportunities of selling goods and services to the final consumer. Topics include an overview of the end user, store design, securing and controlling inventory, pricing, promotions, and future trends. An analysis is made of the basic activities of running a retail store.

Aid Code: 10 - Associate Degree.

Co-requisites: 801-196

Complete Course Listing