

# MARKETING (MKRG)

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## **MKRG 113, PRINCIPLES OF SALESMANSHIP 3 (3)**

A study of sales techniques and strategies for creating customer relationships. Topics include buyer/seller relationships; the sales process; sales presentations; objections; negotiations; and intercultural diversity.

**General Education:** IN1, IN2, IN3

**Typically Offered:** Summer, Fall and Spring Semesters

## **MKRG 211, APPLIED MARKETING ESSENTIALS 3 (3)**

An exploration of the marketing process, including the basic elements of a marketing mix; product, pricing, distribution and promotion. Target markets, market segmentation and market research are also discussed.

**General Education:** IN1, IN3, IN4

**Typically Offered:** Fall Semester

## **MKRG 221, CONSUMER BEHAVIOR 3 (3)**

An examination of the consumer decision-making process and the psychological, sociological and cultural factors influencing this process. The course will examine human behavior in general and how it relates to consumer behavior. The marketing manager's need to understand this process will be emphasized.

**General Education:** IN1, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 211 or MKRG 251

**Typically Offered:** Spring Semester

## **MKRG 245, SOCIAL MEDIA MARKETING 3 (3)**

An examination of social media marketing strategies as an extension of an organization's marketing efforts. The macro environment's effect on social media also will be explored. Topics include social networking, blogging, online multimedia and various technologies such as Facebook, YouTube and Twitter. Focus is placed on the capabilities and opportunities associated with this form of marketing. Students will develop the skills to use these technologies effectively as part of an organization's marketing strategy.

**General Education:** IN1, IN2, IN4

**Typically Offered:** Fall and Spring Semesters

## **MKRG 247, SERVICES MARKETING 3 (3)**

A study of the services marketing issues, practices and strategies. The importance of understanding customer behavior, expectations and perceptions in the service industry, as well as the development of effective services marketing strategies to create customer relationships in a competitive marketplace are explored.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 211 or MKRG 251

**Typically Offered:** Fall and Spring Semesters

## **MKRG 251, PRINCIPLES OF MARKETING 3 (3)**

An examination of the marketing process, focusing on the basic elements of a marketing strategy: product, pricing, distribution and promotion. Market segmentation, behavior of consumers and business markets, environmental analysis, market research and international marketing are also discussed.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: ECNM 152 and previous or concurrent enrollment in ECNM 151

**Typically Offered:** Summer, Fall and Spring Semesters

## **MKRG 255, ADVERTISING & PROMOTION MANAGEMENT 3 (3)**

An overview of advertising as it relates to the marketing process. Topics include an examination of various types of advertising, creative strategy, media selection and social and legal aspects of advertising.

**General Education:** IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 251

**Typically Offered:** Fall and Spring Semesters

## **MKRG 256, RETAIL MANAGEMENT 3 (3)**

An examination of the principles and practices of modern retailing; organization, management and operations; the buying function; building and maintaining clientele; retail information systems, functions and controls.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 251

**Typically Offered:** Fall and Spring Semesters

## **MKRG 258, ADVANCED SALES TECHNIQUES 3 (4)**

A study of advanced selling techniques and strategies for creating, maintaining and improving customer relationships. Topics include relationship management, negotiations, persuasion and account management. Course involves field visitations and role playing in a sales setting.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 113

**Typically Offered:** Spring Semester

## **MKRG 287, WORK-BASED LEARNING I - MKRG 1-3 (1)**

This course provides supervised work experience with approved employer(s) in an area related to marketing. Emphasis is placed on integrating classroom learning with work experience. Students will be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies. Activities are coordinated and evaluated by college personnel. Course will be graded on S/U basis.

**Course Entry Requirement(s):** A student must be pursuing an approved program at LCCC, have completed 15 semester hours with a minimum of six semester hours in the discipline of placement, have a minimum GPA of 2.5 in the discipline and 2.0 overall GPA, and have divisional approval. A student must be pursuing an approved program at LCCC; have completed 15 semester hours with a minimum of six semester hours in the discipline of placement; have a minimum GPA of 2.5 in the discipline and a 2.0 overall GPA; have divisional approval

**Typically Offered:** Offer as required

## **MKRG 288, WORK BASED LEARNING II - MKRG 1-3 (1)**

This course provides supervised work experience building on experience in Work-Based Learning I with approved employer(s) in an area related to the student's program. Emphasis is placed on integrating classroom learning with work experience. Students will be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies. Activities are coordinated and evaluated by college personnel. Course will be graded on S/U basis.

**Course Entry Requirement(s):** Prerequisite: MKRG 287

**Typically Offered:** Offer as required

## **MKRG 289, WORK-BASED LEARNING III - MKRG 1-3 (1)**

This course provides supervised work experience building on experience in work-based learning II with approved employer(s) in an area related to the student's program. Emphasis is placed on integrating classroom learning with work experience. Students will be able to evaluate career work-related competencies. Activities are coordinated and evaluated by college personnel.

**Course Entry Requirement(s):** Prerequisite: MKRG 288

**Typically Offered:** Offer as required

**MKRG 299, INDIV STUDIES IN MARKETING 1-2 (1)**

An in-depth study in areas of marketing presented by discussions and/or individual research and reading. Topics will vary. Repeatable up to a total of four (4) credit hours. Prerequisite: Second-year standing and divisional approval.

**Course Entry Requirement(s):** Prerequisite: Second-year standing and divisional approval

**Typically Offered:** Offer as required