

# MARKETING (MKRG)

## **MKRG 113, PRINCIPLES OF SELLING 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:** GEO1, GEO4, GEO6

**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:** GEO1, GEO2, GEO4, GEO5

**Typically Offered:** Fall and Spring Semesters

## **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:** GEO1, GEO4, GEO6

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

**Typically Offered:** Fall and Spring Semesters

## **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:** GEO1, GEO3, GEO4, GEO6

**Typically Offered:** Fall and Spring Semesters

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

A study of the marketing issues, practices and strategies specifically for service businesses. 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:** GEO1, GEO2, GEO8

**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 examined. (TAG)

**General Education:** GEO1, GEO2, GEO4, GEO6

**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 exploration of advertising and sales promotion which are part of the promotion mix and how they relate to the 4Ps of the marketing mix. Topics include integrated marketing communication, the communication process, budgeting, media selection, forms of advertising and sales promotion, regulation, and the ethical, social and economic aspects. (TAG)

**General Education:** GEO1, GEO2, GEO6

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

**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:** GEO1, GEO2, GEO3, GEO6, GEO7

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

**Typically Offered:** Spring Semester

## **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:** GEO1, GEO2, GEO8

**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, paid work experience with approved employer(s) in an area related to the student's program. Emphasis is placed on integrating prior or concurrent classroom learning with work experience through career readiness competencies. Students will be able to evaluate career selection and satisfactorily demonstrate work-related competencies.

**General Education:** GEO1, GEO2, GEO6, GEO8

**Course Entry Requirement(s):** A student must be pursuing a degree seeking program at LCCC; have completed 12 semester hours with a minimum of 6 semester hours in the discipline of placement; have a min GPA of 2.5 in the discipline and a 2.0 overall GPA; and have division approval.

**Typically Offered:** Offer as required

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

Building on experiences from Work Based Learning I, this course provides supervised, paid work experience with approved employer(s) in an area related to the student's program. Emphasis is placed on integrating prior or concurrent classroom learning with work experience through career readiness competencies. Students will be able to evaluate career selection and satisfactorily demonstrate work-related competencies.

**General Education:** GEO1, GEO2, GEO6, GEO8

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

**Typically Offered:** Offer as required

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

Building on experiences from Work Based Learning II, this course provides supervised, paid work experience with approved employer(s) in an area related to the student's program. Emphasis is placed on integrating prior or concurrent classroom learning with work experience through career readiness competencies. Students will be able to evaluate career selection and satisfactorily demonstrate work-related competencies.

**General Education:** GE01, GE02, GE06, GE08

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

**Typically Offered:** Offer as required

**MKRG 299, INDIVIDUALIZED STUDIES IN MARKETING 1-3 (1)**

An in-depth study of areas in marketing presented by discussion and/or individual research and reading. Topics will vary. Repeatable up to six (6) times for a total of six (6) credit hours.

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

**Typically Offered:** Offer as required