

MARKETING

MARKETING (MRKT)

DIVISION: Business

MRKT 020 PRINCIPLES OF MARKETING

3 unit

Transfer Credit: CSU

Introductory course in marketing with the prime objective of understanding the marketing philosophy and how to improve an organization's performance through strategic marketing activities. Total of 54 hours lecture.

Grade Mode: *Letter Grade*

MRKT 123 PROMOTIONS AND MARKETING COMMUNICATIONS

3 unit

Principles and practices of marketing promotions and communications to inform and persuade consumers. Introduction to the field of promotions and its role in the marketing mix. Total of 54 hours lecture.

Grade Mode: *Letter Grade*

MRKT 132 RETAIL MANAGEMENT

3 unit

Principles and practices in the management and merchandising of retail stores. Includes critical buying function, merchandising, promotional techniques, site selection, layout, staffing, market positioning and customer service. Total of 54 hours of lecture.

Grade Mode: *Audit, Letter Grade*

MRKT 150 SOCIAL MEDIA MARKETING FOR BUSINESS

3 unit

Foundation of what social media is and how it can be used to grow a business. Focus on developing a social media strategy and how to leverage social media platforms to promote a brand and/or business to prospective customers. Total of 54 hours lecture.

Grade Mode: *Letter Grade, Pass/No-Pass*