
MARKETING

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MKT 127 Introduction to Retailing**3 Credits**

Intended for those who desire a broad view of retailing from a management point of view. Surveys retailing principles and concepts, and covers store and merchandise management. Topics include store location and organization, personnel, pricing, inventory control, customer service, advertising, promotion, and display. Makes use of case studies and practical situation exercises. Prerequisite:

MKT 210 Marketing Principles**3 Credits**

Study of problems of manufacturers, wholesalers, and retailers in the market of goods and services, channels of marketing, customer relations, functions of sales departments, price policies, and communications. Prerequisite:

MKT 211 Intro to Professional Sales**3 Credits**

Selling, including buying behavior, product knowledge, prospecting, developing the sales presentation, handling objections, closing the sale, and the personal characteristics required for success. Skills and processes necessary for selling a product or service are applied to special marketing segments: retail, industrial, governmental, and international markets. Prerequisite: