MARKETING AND SALES TECHNOLOGY (2520)

2520:101 Essentials of Marketing Technology (3 Credits)
Survey of marketing including its environment, buyer behavior, target
target market selection, product decision, distribution decisions, promotion
decisions, pricing decisions and marketing management.

2520:202 Retailing Fundamentals (3 Credits)
Presents basic principles and practices of retailing operations, including
site selection, buying, pricing and promotion practices. Use is made of
extensive projects and investigations and actual retail operations.

2520:203 Principles of Advertising (3 Credits)
Prerequisite: 2520:101 or 6600:205. Focuses on principles and functions
of advertising, creation and evaluation of advertisements, research of
target market, message selection strategy, and media placement options.

2520:204 Services Marketing (3 Credits)
on quality customer service and its role in marketing. Evaluation of
customers’ needs and expectations, interpretation of customer data and
creation of service strategies.

2520:206 Retail Promotion & Advertising (3 Credits)
Prerequisite: 2520:202 or permission. Studio course in retail display and
promotion techniques. Window, interior and point of purchase categories;
principles of design as applied to commercial art; function in visual
design, elements of design, color theory, lettering, printing process, layout
to camera-ready art.

2520:212 Principles of Sales (3 Credits)
Prerequisite: 2520:101 or permission. Study of basic principles of selling,
emphasizing individual demonstrations and sales projects. Includes
review of sales function as integral part of marketing process.

2520:221 Marketing Projects (3 Credits)
Prerequisite: 2520:203. Students will prepare marketing projects by
applying knowledge and skills learned in previous marketing courses.

2520:240 Marketing Internship (3 Credits)
work experience in a marketing environment in which students apply
learned skills and concepts to practical business situations. Periodic
reports and projects required as appropriate.

2520:254 Sales Management Technology (3 Credits)
Prerequisite: 2520:212. Process relating to the formulation,
implementation, and control of a strategic sales program. Students will
learn how to select, evaluate, and motivate a sales force.

2520:290 Special Topics: Marketing & Sales (1-3 Credits)
Prerequisite: Permission. Selected topics or subject areas of interest in
sales and merchandising. (May be repeated for a total of four credits)