

BMKT - BUSINESS: MARKETING

BMKT 112 Applied Sales. 3 Credits

Term Typically Offered: Fall

Provides basic principles and techniques for selling, and practical application. Includes selling as a profession, preparation for relationship selling, the selling process, and planning and managing a sales territory.

Lecture Hours 3

Department: Computer Technologies - COT

BMKT 131 Intro to Social Media Mktg. 3 Credits

Term Typically Offered: Fall

3cr. Explores social media marketing used by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences.

Lecture Hours 3

Department: Computer Technologies - COT

BMKT 225 Marketing. 3 Credits

Provides students with the fundamental principles and concepts of sales practices and procedures as well as an introduction into marketing terminology and strategies.

Topics covered include: personal selling, product development, the marketing concept, consumer behavior, marketing research, pricing, channels of distribution, and promotion.

Lecture Hours 3

Department: Computer Technologies - COT