

MARKETING APPLICATIONS (MKA)

MKA1021 SALESMANSHIP (3.00 Credits)

Through a combination of principles and techniques, this course identifies the why, what, how and when of selling. Students develop skills in prospecting, opening the sale, presenting customer benefits, overcoming objections, and closing the sale. Students will prepare an oral sales presentation based on selective criteria of the professor. Note: the DECA Sales Representative contest may be used as an example.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MKA1511 ADVERTISING: TRADITIONAL AND NEW MEDIA (3.00 Credits)

This course introduces the role of advertising in today's and future technology-driven society. The course covers types of advertising including traditional and new media. Course includes promotional objectives, product positioning, creative strategies, types of media, social media platform, and ad agencies in a competitive environment. As a learning activity, students will prepare a product positioning plan.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MKA1930 SEMINAR I: MARKETING IN PERSPECTIVE (3.00 Credits)

This course includes marketing management related activities including individual research that leads to written and oral presentation competencies. Students may select from a range of current marketing topics such as the US Debt Clock, effects of federal government legislation on business, and consumer buying habits of millennials differentiating from baby boomers. Where possible, the students will have the opportunity to work on projects given to the class by area businesses.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MKA2042 RETAILING (3.00 Credits)

This course provides an introduction to the management functions unique to retail store operations. Special topics include department store organization, shrinkage prevention, store location and layout, shopping centers, and merchandising. Upon successful completion of this course, students shall be able to demonstrate competencies needed in retailing positions at the mid-management and owner-management level.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

MKA2931 SEMINAR II: RESEARCH IN MARKETING (3.00 Credits)

This course includes marketing management related activities such as individual projects in advertising, promotion, entrepreneurship, marketing research and career planning. Students will expand and enhance the knowledge gained in the prerequisite course Marketing Seminar 1. Students will have the opportunity to develop leadership skills through participation in DECA and related activities.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Prerequisite: MKA1930

MKA2932 SEMINAR III: MARKETING MANAGEMENT (3.00 Credits)

This course includes marketing management related activities such as individual projects in promotion and entrepreneurship, marketing research and career planning. Students will expand and enhance the knowledge gained in the prerequisite course Marketing Seminar I. Students will have the opportunity to develop leadership skills through participation in DECA and related activities.

Total Contact Hrs: 48.00

Lecture Hrs: 48.00

Complete all the courses in the following option:

- Option 1 - Prerequisite: MKA1930 and MKA2931

MKA2949 CO OP WORK EXP (3.00 Credits)

A course designed to provide training in a student's field of study through work experience. Students are graded on the basis of documentation of learning acquired as reported by student and employer. Students will be assigned specific course prefixes related to their academic major prior to registration.

Total Contact Hrs: 144.00

Other Hrs: 144.00