

# MARKETING/BTS (MKTPT)

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## Courses

### **MKTPT-130 INTRODUCTION TO MARKETING 3.00 Credits**

This course covers various topics related to marketing and its applications in business and society. The course focuses on key concepts including assessing, understanding, and targeting the market place. The creation of value, pricing, channel selection and integrated marketing communications will also be explored.

### **MKTPT-190 DIRECTED STUDY IN MARKETING 1.00-6.00 Credits**

### **MKTPT-191 WORKSHOP IN MARKETING 1.00-6.00 Credits**

### **MKTPT-192 SPECIAL TOPICS IN MARKETING 1.00-6.00 Credits**

### **MKTPT-194 INTERNSHIP IN MARKETING 1.00-12.00 Credits**

### **MKTPT-207 RETAILING 3.00 Credits**

This class is designed to provide students with the necessary skills to make efficient and productive decisions in the retailing and service industries. Topics include m-commerce, e-commerce, human resources, operations, merchandising, supply-chain management, and of course, customer service.

### **MKTPT-235 CAREER SKILLS 3.00 Credits**

This course presents practical strategies that prepare students to confirm an appropriate career, to conduct a successful job search and to lay the foundation for successful career development. Emphasis is on Career Action assignments to assess skills and interests, to research prospective employers, to learn about current application requirements, to prepare resumes and cover letters, to practice meeting with business people in a targeted career field and to practice interviewing. These assignments polish job search and career management skills so students can apply them directly to achieving immediate and future career goals. This is a capstone course, intended mostly for graduating students.

### **MKTPT-255 ORGANIZATIONAL LEADERSHIP 3.00 Credits**

This course is designed to offer students many opportunities of interaction to achieve the goals of an organization. Instruction will focus first on each student's personal knowledge, skills, and attitudes of organizational leadership and leadership examples. The purpose in learning about organizational leaders and leadership is to enable each student to become a better leader and follower. The objective is to provide a forum for the development of analysis, strategies, skills and techniques that promote successful leadership within organizations. As students develop the effective leadership skills, the course will focus on how that individual can effectively work within an organization's mission, structure and culture, members roles, rules, dynamics, and meeting management. Most of the focus will be on membership organizations.

### **MKTPT-270 APPLIED MARKETING 3.00 Credits**

This course is designed to provide an avenue in which students will apply their broader business skills and training to a narrower, more detailed area of expertise. The content includes critical thinking, planning and strategy implementation, presentation skills and management decision-making. Course curriculum integrates curriculum and criteria of Delta Epsilon Chi competitive events including, Sports and Entertainment Marketing, Design, Sales Representatives, Advertising Campaign, and Web Site Development. Students may choose to enter their final project in DEC's annual conferences and competitions.

### **MKTPT-290 DIRECTED STUDY IN MARKETING 1.00-6.00 Credits**

### **MKTPT-291 WORKSHOP IN BUSINESS 1.00-6.00 Credits**

### **MKTPT-292 SPECIAL TOPICS IN MARKETING 1.00-6.00 Credits**

### **MKTPT-294 INTERNSHIP IN MARKETING 1.00-12.00 Credits**

### **MKTPT-390 DIRECTED STUDY IN MARKETING 1.00-6.00 Credits**

### **MKTPT-391 WORKSHOP IN MARKETING 1.00-6.00 Credits**

### **MKTPT-392 SPECIAL TOPICS IN MARKETING 1.00-6.00 Credits**

### **MKTPT-394 INTERNSHIP IN MARKETING 1.00-12.00 Credits**

### **MKTPT-490 DIRECTED STUDY IN MARKETING 1.00-6.00 Credits**

### **MKTPT-491 WORKSHOP IN MARKETING 1.00-6.00 Credits**

### **MKTPT-492 SPECIAL TOPICS IN MARKETING 1.00-6.00 Credits**

### **MKTPT-494 INTERNSHIP IN MARKETING 1.00-12.00 Credits**