

MRKG - MAN/MKTG

MRKG 1000 Customer Services 1.6-8 Credit Hours (16 to 80 Lec)

MRKG 1001 Customer Relationship Management 4.8-6.4 Credit Hours (48 to 64 Lec)

MRKG 1301 Customer Relationship Management 3 Credit Hours (3 Lec)

General principles of customer relationship management including skills, knowledge, attitudes, and behaviors.

Course Type: Technical/Vocational Course

MRKG 1311 Principles of Marketing 3 Credit Hours (3 Lec)

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Course Type: Technical/Vocational Course

MRKG 2349 Advertising and Sales Promotion 3 Credit Hours (3 Lec)

Introduction to the advertising principles, practices, and multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints.

Course Type: Technical/Vocational Course