

2018-2019 TTC Catalog - Marketing (MKT)

MKT 001 - Marketing Non-Equivalent

Lec: 0 Lab: 0 Credit: *

Indicates credit given for marketing course work transferred from another college for which there is no equivalent course at TTC. *Hours vary depending on external course.

Division: Business Technology

MKT 101 - Marketing

Lec: 3.0 Lab: 0 Credit: 3.0

This course introduces the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion and marketing distribution.

Grade Type: Letter Grade

Division: Business Technology

MKT 110 - Retailing

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the importance of retailing in American business and covers the concepts of store location, layout, merchandising, display, pricing, inventory control, promotional programs, profit management and e-commerce.

Grade Type: Letter Grade

Division: Business Technology

MKT 120 - Sales Principles

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the personal selling process with special emphasis on determining customer needs and developing effective communications and presentation skills.

Grade Type: Letter Grade

Division: Business Technology

MKT 130 - Customer Service Principles

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of the importance of customer service satisfaction and the functions of various customer relations systems.

Grade Type: Letter Grade

Division: Business Technology

MKT 135 - Customer Service Techniques

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of the techniques and skills required for providing customer service excellence, including illustrations to turn customer relations into high standards of customer service, satisfaction and repeat sales.

Grade Type: Letter Grade

Division: Business Technology

MKT 140 - E-Marketing

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of electronic marketing. In addition to traditional marketing topics, special emphasis will be placed on internet marketing fundamentals, strategies, and trends.

Grade Type: Letter Grade

Division: Business Technology

MKT 240 - Advertising

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of the role of advertising in the marketing of goods and services, including types of advertising, media, how advertising is created, agency functions and regulatory aspects of advertising.

Grade Type: Letter Grade
Division: Business Technology

MKT 245 - Promotional Strategies

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of promotion activities, focusing on coordinating an effective marketing campaign for a product or business, with promotion strategies planned and used to influence consumers, trade intermediaries, and sales forces.

Grade Type: Letter Grade
Division: Business Technology

MKT 250 - Consumer Behavior

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of the buying behavior process and how individuals make decisions to spend their available resources on consumption-related items.

Grade Type: Letter Grade
Division: Business Technology

MKT 260 - Marketing Management

Lec: 3.0 **Lab:** 0 **Credit:** 3.0

This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the marketplace.

Prerequisite

MKT 101
and
ACC 101

Grade Type: Letter Grade
Division: Business Technology
