

# 2018-2019 TTC Catalog - Marketing (MKT)

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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## **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

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