MARKETING/BTS (MKPT)

Courses

MKPT-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.

MKPT-190 DIRECTED STUDY IN MARKETING 1.00-6.00 Credits
MKPT-191 WORKSHOP IN MARKETING 1.00-6.00 Credits
MKPT-192 SPECIAL TOPICS IN MARKETING 1.00-6.00 Credits
MKPT-194 INTERNSHIP IN MARKETING 1.00-12.00 Credits

MKPT-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.

MKPT-211 BUSINESS ACCOUNTING 3.00 Credits
Survey of accounting with emphasis on basic accounting principles, use of accounting data, presentation, and analysis as related to business decision-making using computerized, small business software.

MKPT-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.

MKPT-253 ORGANIZATIONAL LEADERSHIP II 2.00 Credits
This intermediate leadership course builds on the skills and knowledge gained from a basic leadership class such as MKPT 251. This course focuses on an individual’s use of leadership skills and techniques to work effectively within an organization. Successful students will learn how to work with, for, and through others. Some topics covered are: Parliamentary Procedure, effective use of committees, communications, and presentations, decision-making, civic and social responsibilities, goal setting, planning, and strategizing.

MKPT-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 students 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 organizations mission, structure and culture, members roles, rules, dynamics, and meeting management. Most of the focus will be on membership organizations.

MKPT-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.

MKPT-277 ELECTRONIC COMMERCE 3.00 Credits
This course will cover capabilities of the Internet to support and enable electronic commerce; effective website design and implementation; and managerial issues. This course breaks away from traditional EC methods and focuses on emerging technology and student skill with planning, designing, implementing, and controlling EC on the Internet and with Intranets and Extranets.
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