MKA: MARKETING APPLICATIONS

Courses

	Credit(s)	Contact	Lab
MKA 2021. PRINCIPLES OF SELLING.	3	3	0

PRINCIPLES OF SELLING Prerequisite: GEB 1011 or GEB 1136. Combination of principles and techniques of selling. Emphasis on person-to-person situations, consumer motivations, persuasion and problems dealing with psychology of sales situations.

MKA 2511. ADVERTISING.	3	3	0

ADVERTISING Prerequisite: GEB 1011 or GEB 1136. Study of modern advertising from marketing, communications, consumer and legal viewpoints. Emphasis on media selection, sales promotion and creative development of advertising. This course will address traditional and electronic advertising.