

MAR: MARKETING

Courses	Credit(s)	Contact	Lab
MAR 2011. PRINCIPLES OF MARKETING.	3	3	0
PRINCIPLES OF MARKETING Prerequisite: ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136 This course provides basic principles and perspectives of the functions, institutions, methods and problems of marketing goods and services through traditional paths as well as through e-business.			
MAR 2150. INTERNATIONAL MARKETING.	3	3	0
INTERNATIONAL MARKETING Pre-requisite: Minimum grade of C in GEB 1350 This course examines marketing concepts and strategies as applied to global markets. Students will explore the implications of organizing people, process, and technology given the influences of ideas, culture, laws, and economics. The course is intended to be more hands-on, although students will use a combination of text, lectures, case studies, outside reading, company research, video, group work, and presentation to enhance learning and practicing skills.			
MAR 2941. INTERNSHIP EXPLORATION IN BUSINESS (MARKETING).	1-4	variable	
INTERNSHIP EXPLORATION IN BUSINESS (MARKETING) Prerequisites: Satisfactory completion of all mandated courses in Reading, Mathematics, English and English for Academic Purposes; a minimum 2.0 institutional or overall GPA; and 12 credits including GEB 1011. The Program Director/Program Chair/Program Coordinator or Internship Placement Office has the discretion to provide override approval as it relates to the waiver of required program/discipline-related courses. This course is a planned work-based experience that provides students with supervised career exploration activities and/ or practical experiences. Each earned credit of internship requires a minimum of 80 clock hours of work. Multiple credit course. May be repeated for credit, but grade forgiveness cannot be applied. (Internship Fee: \$10.00).			
MAR 2942. INTERNSHIP IN BUSINESS (MARKETING).	1-4	variable	
INTERNSHIP IN BUSINESS (MARKETING) Prerequisites: Satisfactory completion of all mandated courses Reading, Mathematics, English, and English for Academic Purposes; a minimum 2.0 institutional or overall GPA; and 12 credits, including both Mar 2011 and GEB 1011. The Program Director/Program Chair/Program Coordinator or Internship Placement Office has the discretion to provide override approval as it relates to the waiver of required program/discipline-related courses. This course is a planned work-based experience that provides students with supervised career exploration activities and/ or practical experiences. Each earned credit of internship requires a minimum of 80 clock hours of work. Multiple credit course. May be repeated for credit, but grade forgiveness cannot be applied. (Internship Fee: \$10.00).			
MAR 3023. MARKETING MANAGEMENT.	3	3	0
MARKETING MANAGEMENT Prerequisite: Admission to the B.A.S degree in Business and Organizational Leadership This course covers the study of how firms create and communicate value in order to build and maintain customer relationships while benefiting the organization and its stakeholders. Emphasis is placed on the functions, institutions, and basic problems in marketing of goods and services in our domestic economy and abroad.			