

MARKETING (MKT)

MKT 105 - Sports Marketing (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Focuses on the strategic marketing process as it is applied to the sports industry. Topics to be investigated include sponsorships, understanding spectators as consumers, and the application of the marketing mix in a sports environment.

Typically offered: Spring

MKT 106 - Retail Merchandising (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Focuses upon the merchandising activities related to hardlines, apparel and other softline merchandise. Examines the role and qualifications of the buyer and the influence of consumer preference. Includes budgeting by dollars and assortment, pricing strategy, managing assortments, the selection and promotion of merchandise, and the coordinator of merchandising functions and processes.

Typically offered: Spring

MKT 140 - Principles of Professional Selling (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Focuses upon the principal factors of successful selling of goods or ideas. Examines buying motives, sales psychology, customer approach and sales techniques.

Typically offered: Fall, Spring, Summer

MKT 146 - Customer Service Skills for Success (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Master verbal, non-verbal, and listening techniques crucial in the customer service profession. Cultivate the ability to build and maintain relationships, navigating through diverse customer behaviors and addressing service breakdowns with adept recovery strategies. Explore the intersection of technology and customer service to stay ahead in a dynamic landscape. Develop strategies for retaining customers, focusing on encouraging loyalty through personalized approaches. Delve into special topics like time and stress management, while also enhancing customer service through written communication. Empowers students with the knowledge and skills needed for a successful and fulfilling career in customer success.

Typically offered: Fall, Spring, Summer

MKT 147 - Salesforce: Customer Relationship Management (3 Credits)

3 lecture, 3 total contact hours

Delve into the intricacies of Salesforce, a cutting-edge Customer Relationship Management (CRM) software, by leveraging the Trailblazer platform. Navigate seamlessly through customer service, sales, and marketing Salesforce content and training to cultivate advanced skills essential for diverse career paths. Engage in hands-on Salesforce assignments, applying theoretical knowledge to real-world scenarios and perfecting your expertise. Earn prestigious badges from Salesforce, validating your mastery and symbolizing advanced training in the CRM tool. Emerge well-equipped for dynamic roles in customer relationship management, empowered by the experiential learning provided throughout the course.

Typically offered: Fall, Spring, Summer

MKT 180 - Strategic Communication for a Digital World (3 Credits)

3 lecture, 3 total contact hours

Introduces the fundamental skills needed to develop Web-appropriate written content that can be leveraged for strategic marketing purposes on multiple digital platforms. Evaluates platform requirements and explains the nuances of multimedia writing. Presents techniques to identify success metrics, assess and report content performance and make data-driven recommendations. Recommended preparation: ENG 101 or placement equivalency. Click here for English placement information: <https://www.harpercollege.edu/testing/english-placement-grid.php>

Typically offered: Fall, Spring, Summer

MKT 217 - Advertising (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Purposes of advertising, how advertisements are prepared and delivered in media, and how effectiveness of advertising is measured and evaluated in relation to the selling and marketing process. IAI MC 912

Typically offered: Summer

MKT 243 - Social Commerce and Sales (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Provides an introduction to social commerce and how to use the major social platforms on a smartphone to market and increase sales. Reviews sales initiatives including programs and alerts to increase sales with targeted customers. Explains the importance of using reward programs in social commerce to increase sales, referrals and customer loyalty.

Typically offered: Fall, Spring, Summer

MKT 245 - Principles of Marketing (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Focuses on marketing activities that will cover product planning, pricing strategies and promotional efforts including advertising, selling and sales promotions and distribution channel effectiveness.

Typically offered: Fall, Spring, Summer

MKT 247 - Consumer Buying Behavior (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Reviews and analyzes areas of consumer and organizational buying behavior that guide marketing management decisions. The focus of this course will be directed toward the application of concepts on buying behavior to specific functional areas of marketing management in both the industrial and consumer markets.

Typically offered: Summer

MKT 252 - Internet Marketing (3 Credits)

3 lecture, 0 lab, 3 total contact hours

Presents techniques on how to design, maintain, and market effective digital storefronts. Focuses on communicating, selling and providing content to Web-based stores and other Internet businesses.

Typically offered: Fall, Spring, Summer

MKT 253 - Artificial Intelligence Marketing (1 Credit)

1 lecture, 0 lab, 1 total contact hours

Uncovers the foundational principles and advanced applications of AI, gaining proficiency in leveraging cutting-edge technologies to revolutionize marketing practices. Analyzes and deciphers the intricacies of AI-driven consumer behavior analysis, market segmentation, and campaign optimization. Explores ethical considerations inherent in deploying AI for targeted marketing initiatives, fostering a nuanced understanding of responsible AI usage. Engage in hands-on exercises, utilizing machine learning algorithms to craft innovative solutions for contemporary marketing challenges. This course cultivates a comprehensive skill set, empowering professionals to navigate and excel in the evolving landscape of AI-infused marketing strategies.

Typically offered: Fall, Spring, Summer

MKT 281 - Internship in Marketing (1-3 Credits)

0 lecture, 5 - 15 lab, 0 clinical/other, 5 - 15 total contact hours

Provides work experience in a social media field. Credit is given for participation in a supervised work experience wherein an organized training plan will be followed at a College-approved training station. This course is repeatable twice for a total of three credit hours.

Typically offered: Fall, Spring, Summer

MKT 285 - Topics in Marketing (0.5-3 Credits)

.5 - 3 lecture, .5 - 3 total contact hours

Studies selected problems or topics in marketing. The exact content and instructional methodology will vary semester to semester depending on the material to be studied. A syllabus or course outline containing additional information will be available with pre-registration materials each time that the course is offered. This course may be repeated two times to a maximum of three credit hours.

Typically offered: Fall, Spring, Summer