COURSE DESCRIPTIONS BY COURSE DISCIPLINE PREFIX

MKT MARKETING AND RETAILING

MKT-120 **Principles of Marketing** **3 (3-0)** **Fall Spring**

Prerequisites: ENG-002[L] or BSP-4002[L]
Corequisites: None
This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision making.(2015 FA)

MKT-223 **Customer Service** **3 (3-0)** **Fall**
Prerequisites: None
Corequisites: None
This course stresses the importance of customer relations in the business world. Emphasis is placed on learning how to respond to complex customer requirements and to efficiently handle stressful situations. Upon completion, students should be able to demonstrate the ability to handle customer relations.(1997 SU)