

MARKETING AND SALES TECHNOLOGY (MARS)

MARS 1010 Marketing Principles

[3 credit hours]

A theoretical and practical understanding of marketing issues from both a micro and macro perspective: environmental forces, ethical and social responsibility, consumer buying behavior, target market analysis, market segmentation, branding and packaging, promotion, advertising, personal selling and pricing decisions.

Term Offered: Spring, Summer, Fall

MARS 2990 Independent Study

[1-3 credit hours]

Students will study a marketing/retail-related subject mutually agreed upon between the student and instructor. The format may include lecture, computer lab and/or practical experience.

Term Offered: Fall