

MARKETING (BNMK)

BNMK 321 MARKETING (4 credits)

The elements of marketing emphasizing the managerial considerations in planning market strategies. Target markets, buyer behavior, product parameters, price, promotion, and distribution.

Total Course fees: \$20.00

Prerequisites: BNAC 259, ECON 210. Completion of 30 credit hours at time of registration and 45 credits by start of class. BNSS 281 must be taken concurrently or prior.

BNMK 420 SALES AND SALES MANAGEMENT (4 credits)

Introductory study in sales management, exploring the variables of sales motivation and performance to specify their interrelationships.

Prerequisites: BNMK 321, MATH 140 and MATH 160.

BNMK 421 PROMOTIONS MANAGEMENT (4 credits)

Examines all the tools within the promotional mix—advertising, public relations, sales promotion, direct marketing, internet and sales channels. Analysis of the pros/cons of each and how the creation and execution of consistent brand development throughout the promotional mix is key to building and maintaining brand equity.

Prerequisites: BNMK 321, MATH 140 and MATH 160.

BNMK 426 INTERNATIONAL MARKETING (4 credits)

International marketing for multinational enterprise; economic, political, and cultural environments; international marketing research, product adaptation, pricing strategies, communications and distribution channels; international logistics, promotion, organization and control; marketing services and countertrade.

Prerequisites: BNMK 321, MATH 140 and MATH 160.

(GLOBAL PLURALISM)

BNMK 427 TOPICS IN MARKETING (4 credits)

Selected topics in marketing using small group discussions. Student participation. Open to juniors and seniors pursuing a major or minor in business. May be repeated with consent of instructor when the marketing topic is essentially different.

Prerequisites: BNMK 321.