

Department of Marketing

WINTER Courses

Virtual- Online Courses
December 26, 2023-January 12, 2024

*For students who are looking to catch up, or simply want to get ahead,
Winter session is for you!*

Take a look at the MKTG offerings over a three-week period.

*If you have questions about enrolling, contact the Marketing Department at
(540) 231-6949.*

MKTG 3104
(40388)

Marketing Management

Study of the marketing process from a macro and management viewpoint. The macro viewpoint includes the role of marketing in society. The management viewpoint includes the product, distribution, promotional, and pricing decisions.

MKTG 4304
(40389)

Marketing Communications

Theory and application of an organizations marketing communications function. Includes traditional and digital channels. Development of a marketing communications plan, situation analysis, setting communication goals, creating message strategy, implementing the strategy using promotional mix variables, planning traditional and social media, and determining the communication budget. Junior standing.

Prerequisite(s): (MKTG 3104 or MKTG 3104H) and (MKTG 4204 or MKTG 4204H)

MKTG 4554
(40390)

Principles of Professional Selling

Learn about the management of relationships between buyers and sellers to effectively build partnerships, including the importance of understanding buyer behavior to facilitate the sales process. Explore the concepts of prospecting for customers, planning for the sales call, presentation skills, as well as the formal negotiation process and how these areas relate to adaptive selling.

Prerequisite(s): MKTG 3104 or MKTG 3104H

MKTG 4604
(40391)

Retail Management

Analysis of managerial problems in retailing establishments, including traditional and online formats. Focus is on operational problems, retail and e-retail store organization, location analysis, buying, selling, sales promotion, and merchandise handling.

Prerequisites: MKTG 3104