

## MARKETING

### **MAR 2011, Marketing Marketing**

**3 hrs., 3 crs.,**

(Offered fall and spring). Functions and institutions involved in the marketing process; marketing of agricultural products, raw materials, and manufacturing goods; problems involved in the choice of channels of distribution; function and methods of operation of wholesalers, retailers, and other marketing agencies; producer and consumer cooperation; demand creation methods and problems; the pricing problem; and the consumer in our marketing system.

### **MAR 3802, Entrepreneurial Marketing Entrepreneurial Marketing**

**3 hrs., 3 crs.,**

(Offered fall). This course introduces the fundamental processes, research, and testing methods, planning aspects, and integrated promotional programs marketers use in designing and launching innovations, including e-business and marketing plans. It also discusses the principles of branding and brand development.

### **MAR 4413, Entrepreneurial Selling Entrepreneurial Selling**

**3 hrs., 3 crs.,**

(Offered spring). This course focuses on addressing the issues, processes and strategies related to selling and sales management. This is a comprehensive course in the art of selling, focusing on relationship building, negotiating, and sales management. Various techniques will be explored, including prospecting, lead management, product introduction, negotiation, closing strategies, and relationship management.

### **MAR 4836, Concept and Product Development Concept and Product Development**

**3 hrs., 3 crs.,**

(Offered spring). Prerequisite: MAR2011. Prerequisite/Corequisite: ENT2000. This course introduces the fundamental processes, research, and testing methods, planning aspects and integrated promotional programs marketers use in designing and launching innovations, including e-business and marketing plans.

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