



Planning, managing, and performing marketing activities to reach organizational objectives

**Pathway: Channel Management**

**Marketing I**

**Credit:** ½ - 3

**SDE Course Code:** 5000 or 5030

**MNPS Course Code:** ME8169

Marketing and Management I – Principles focuses on the study of marketing concepts and their practical application. Students will examine risks and challenges marketers face to establish a competitive edge. Subject matter includes economics, marketing foundations/functions and human resource leadership development. Skills in communication, mathematics, economics and psychology are reinforced in this course.

**Wholesale Logistics**

**Credit:** ½ - 3

**SDE Course Code:** 5020 or 5050

**MNPS Course Code:** ME5020

Wholesale-Logistics Operations allows students the opportunity to explore the dynamics of the wholesale-Logistics industry and its relationship to the total marketing process. This course offers an in-depth study of the wholesale-logistics operations, including wholesaling types, services, functions, and careers. The format emphasizes technology, team building, personal development, participatory learning and business/community interaction.

**Retail Operations**

**Credit:** ½ - 3

**SDE Course Code:** 5022

**MNPS Course Code:** ME8186

Retail Operations offers students the opportunity to learn marketing skills needed in the fast-paced world of retailing. In this course, the student will learn that retailing is a significant and vital component to the United States economy and is quickly becoming an integral part of the global economy. Throughout the course the student will be made aware of the importance of retailing in its various forms as the final step in getting products and services to consumers in the market place. This course may be specialized to a specific area such as fashion retailing.

**Pathway: Marketing Communications**

**Marketing I**

**Credit:** ½ - 3

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**MNPS Course Code:** ME8169

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**Marketing II**

**Credit:** ½ - 3

**SDE Course Code:** 5001 or 5030

**MNPS Course Code:** ME8269

Marketing and management emphasizes marketing concepts and management functions performed by professionals. Students will examine challenges, responsibilities, and risks managers face in today's workplace.

Marketing and Management II – Advanced Strategies emphasizes the development of decision making skills so that students understand the impact of management-oriented challenges. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development. Communication, interpersonal and mathematics skills are reinforced in this course.

**Advertising and Public Relations**

**Credit:** ½ - 3

**SDE Course Code:** 5016

**MNPS Course Code:** ME8190

Advertising and Public Relations focuses on the concepts and strategies associated with the dynamic and changing means of communication in order to promote products, services, ideas and/or images. This course encourages students to examine this field from the viewpoints of the creative staff, business person and consumer.

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**Sales Management**

**Credit:** ½ - 3

**SDE Course Code:** 5018

**MNPS Course Code:** ME8182

Sales Management This course will provide the student with the opportunity to analyze and evaluate the various aspects of sales in today’s marketplace. The student will study concepts needed to respond to customer wants and needs through planned personalized communication that influences purchase decisions, ensures satisfaction, and enhances future business opportunities. The course will include advanced selling concepts, investigation of career opportunities, and the technological influences on sales and sales management.

**Pathway: Marketing Research**

**Marketing I**

**Credit:** ½ - 3

**SDE Course Code:** 5000 or 5030

**MNPS Course Code:** ME8169

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**Marketing Research and Analysis**

**Credit:** ½ - 3

**SDE Course Code:** 5018

**MNPS Course Code:** ME5018

Marketing Information Management is a course of study that focuses on the system (planning, collecting, processing information, and implementing information) for conducting research to determine marketing strategies. The course is targeted at students who need a basic understanding of research procedures, data interpretations, and communication of findings.

**Pathway: Merchandising**

**Marketing I**

**Credit:** ½ - 3

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**MNPS Course Code:** ME8169

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leadership development. Skills in communication, mathematics, economics and psychology are reinforced in this course.

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**MNPS Course Code:** ME8186

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needed in the fast-paced world of retailing. In this course, the student will learn that retailing is a significant and vital component to the United States economy and is quickly becoming an integral part of the global economy. Throughout the course the student will be made aware of the importance of retailing in its various forms as the final step in getting products and services to consumers in the market place. This course may be specialized to a specific area such as fashion retailing.

**Pathway: Selling and Sales Management**

**Marketing I**

**Credit:** ½ - 3

**SDE Course Code:** 5000 or 5030

**MNPS Course Code:** ME8169

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**Credit:** ½ - 3

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**MNPS Course Code:** ME8182

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ences on sales and sales management.

**Services Marketing**

**Credit:** ½ - 3

**SDE Course Code:** 5004 or 5034

**MNPS Course Code:** ME5004

Services Marketing is a course of study designed to develop concepts and skills needed for success in the services marketing industry. Services marketing involves a rapidly expanding wide range of personal services and business services focusing on the interaction of customer and service provider. This course is appropriate for students with career interests in medical, accounting, technical, engineering, and financial services.