

MARKETING (ONLINE) (MKTX)

MKTX 101: Principles of Marketing**Credits:** 3**College:** School of Business**Schedule Type:** On-Line**MKTX 102: Principles of Marketing****Credits:** 3**College:** School of Business**Schedule Type:** On-Line**MKTX 211: Principles of Marketing****Credits:** 3**College:** School of Business**Schedule Type:** On-Line**MKTX 404: Consumer Behavior**

This course examines marketing from the point of view of key behavioral science concepts, relevant consumer research, best practices and practical marketing applications with a customer focus. The course also analyzes motivation, personality, perception, learning, attitude formation, and the importance of group dynamics, social class, and culture on behavior in the marketplace.

Credits: 3**College:** School of Business**Prerequisites:** MKTX 101 or MKTG 102 [Min Grade: D]**Schedule Type:** By Appointment - 1 student, By Appointment - 2 students, By Appointment - 3 students, On-Line