

MARKETING & MERCHANDISING MGMT (104)

104-102. Marketing Principles. (3 Credits)

Explore marketing principles as found in the American business system, with an emphasis on consumer behavior, consumer and industrial products, distribution, market research, market segmentation, promotion, pricing, and international marketing.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=102>)

104-104. Sales Principles. (3 Credits)

Apply fundamental selling principles in a controlled setting. Through the use of videotaped role playing and structured experiences, demonstrate the ability to approach, secure desire, handle objections, and close the sale. Examine the characteristics of a successful salesperson, buyer behavior, communication styles, ethics, and international sales.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=104>)

104-109. Social Media Marketing. (3 Credits)

Become acquainted with social media marketing through connections utilizing web networks.

Prerequisites: 104-102 with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=109>)

104-111. Technology Tools for Marketing. (3 Credits)

Explore digital media and tools used for social and digital content creation. Learn current content trends and industry best practices. Create content via app usage, photo and editing, page layout, mobile design and online tools for integration in web, mobile, social and online platforms.

Prerequisites: 104-102 (may be taken concurrently) with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=111>)

104-112. Personal Brand. (3 Credits)

You are the Brand. How you package and present yourself as a student and business professional will determine your future success. This course provides the tools to build your personal brand through academic proficiency, wardrobe engineering and professional behavior.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=112>)

104-113. Digital Marketing. (2 Credits)

The internet provides a dynamic marketplace and advertising platform. Gain a theoretical understanding of the internet marketplace needed to adapt to its many changes. Develop skills to perform vital daily functions, including basic web design frameworks, web analytics, search engine optimization and marketing, online advertising, email marketing and reputation management concepts.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=113>)

104-114. Social Media Promotion. (2 Credits)

Explore social media marketing through connections using web networks.

Prerequisites: 104-102 (may be taken concurrently) with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=114>)

104-125. Advertising. (3 Credits)

Study and apply the promotional mix: advertising, personal selling, sales promotion, and publicity. Gain skills in selecting media, writing advertising copy, layout and design, and making budgeting considerations.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=125>)

104-156. Business to Business Marketing. (3 Credits)

Examine the marketing problems faced by firms that offer goods or services to other firms, manufacturers, or middlemen rather than the ultimate consumer. Discuss the differences between consumer and industrial sales appeals, buyer characteristics, and the buying process. Explore the distribution problems and marketing channels found in industrial markets, and investigate promotional techniques and pricing policies for the same.

Prerequisites: (104-102 with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=156>)

104-157. Marketing Management. (3 Credits)

Learn to systematically gather, analyze, interpret, and distribute information to help make marketing decisions. Develop and analyze the following spreadsheet models: qualitative and quantitative sales forecasting techniques, measuring and analyzing market potential, pricing strategies, sales management, and financial control techniques. Become familiar with Excel and gain hands-on experience in crafting business strategies.

Prerequisites: 106-110 with a minimum grade of C or (106-162 with a minimum grade of C and 106-163 with a minimum grade of C) and 104-102 (may be taken concurrently) with a minimum grade of C and 104-104 with a minimum grade of C and 104-125 (may be taken concurrently) with a minimum grade of C and (104-109 (may be taken concurrently) with a minimum grade of C or 104-114 (may be taken concurrently) with a minimum grade of C) and 804-123 (may be taken concurrently) with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=157>)

104-165. Marketing Public Relations. (3 Credits)

This course focuses on the role of marketing through public relations to link a business to the general public and customers through PR tools such as: press releases, newsletters, web blogs, brochures and other media forms.

Prerequisites: (104-125 (may be taken concurrently) with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=165>)

104-167. Experiential Marketing. (3 Credits)

The heart of Experiential Marketing is drawing the consumer closer to the brand, immersing them in fun and extraordinary experiences designed to create a positive brand relationship that will long outlast an individual event. Reports from Event Marketer have recounted that engaging events are extremely powerful. They state 87% of consumers purchase products after attending a brand's event and Experiential Marketing budgets are on the rise. Companies who move away from the consumer as a spectator to an involved participant will positively impact brand loyalty and purchase behavior.

Prerequisites: 104-102 (may be taken concurrently) with a minimum grade of C

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=167>)

104-173. Marketing Research. (3 Credits)

Study market and business research as related to a realistic problem, and develop the problem in step sequence as information is gathered and analyzed. Suggest alternate solutions based on a scientific approach and application of research procedures.

Prerequisites: (104-102 (may be taken concurrently) with a minimum grade of C)

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=173>)

104-191. Customer Service Management. (3 Credits)

Explore the skills, attitudes, and thinking patterns required to manage customer satisfaction and loyalty. Develop the ability to lead and expand the customer service process, learn techniques for dealing with unhappy customers, and build skills for analyzing customer needs.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=191>)

104-429A. Essential Selling Skills A. (0.4 Credits)

This course covers the first half of the art of selling basics.

See sections of this course (<http://www.wctc.edu/academics/programs-courses/course-search/course-search-listing.php?code=104&num=429A>)