Course Content This course is intended to be the introductory course and the foundation for future courses in Marketing. In it you will be expected to acquire a working knowledge of the vocabulary and concepts which are the basis of managerial problem solving by a marketing decision-maker.

The course provides an overview of the marketing process—the creation of goods and services in response to consumer wants and needs. Topics focus on the marketing function within business firms and non-profit organizations in both domestic and global environments.

Prerequisites: Not open to freshmen.

Attendance: Attendance will be taken. Poor attendance will negatively impact the final grade.

Class Format: Lecture, discussion, case analyses.


Objectives: The course focuses on relationship selling and managing the buyer-seller relationship process. Students examine themselves, their company, their competition and their customers in order to develop personalized selling strategies. The course integrates the learning tools of the relationship selling process with the unique challenges managers face working with salespeople in a highly dynamic competitive environment.

Prerequisites: MKTG 3110

Attendance: Required. Poor attendance will negatively impact the final grade.

Class Format: Lecture, discussion, case analyses.


Evaluation: Exams, Case Analysis Paper, Sales Presentation