

Business: Marketing (BMKT)

BMKT 131 Introduction to Social Media Marketing

Credits: 3

Term: (F)

Prerequisite: BGEN 105

This course explores social media as a marketing tool for businesses. Topics include choosing an appropriate platform, developing a marketing plan, utilizing analytics and branding.

BMKT 225 Marketing

Credits: 3

Term: (F)

Prerequisite: BGEN 105

This course explores marketing terminology and strategies. Topics include product development, the marketing concept, consumer behavior, research, pricing, distribution channels, and promotion.