

# Business: Marketing (BMKT)

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## **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.