

## Business marketing

**BUSINESS MARKETING - BUSMK**

Despina Prapavessi, Dean  
Business Division  
Math Building, Room 267

**Certificate of achievement**

Business marketing - see BUS

**BUSMK-158 Professional Selling**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 and eligibility for ENGL-122 or equivalents

This is a course on the theory and practice of personal selling with a focus on relationship marketing and a concentration on the selling process. This course includes an emphasis on sales strategies, techniques, settings, and skills development in product knowledge, customer analysis, prospecting, presenting, and closing the sale. Team sales presentation are also addressed. CSU

**BUSMK-255 Advertising**

3 units SC

- 54 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

This course presents the historical, social, ethical, economic, and regulatory aspects of advertising. Media and creative strategies for traditional and electronic markets will be explored. Topics will include effects of consumer behavior patterns, the client-agency relationship, and the development and evaluation of advertising campaigns. CSU

**BUSMK-256 Marketing**

3 units SC

- 54 hours lecture per term
- Recommended: BUS-109 and eligibility for ENGL-122 or equivalents

This course is an introduction to marketing functions involved in facilitating the exchange of goods and services. It presents a focus on the analysis of markets; assessment of the marketing environment; formulation of marketing strategy; and development of the marketing mix variables of product, price, promotion, and distribution. Ethical issues will also be considered. CSU

**BUSMK-257 Applied Advertising and Promotion**

3 units SC

- 54 hours lecture per term
- Recommended: BUSMK-255 and eligibility for ENGL-122 or equivalents

The course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. Students will work in teams to develop an integrated marketing communications plan for an actual product or service offered by a firm or an organization. Attention is given to key subjects such as target marketing, market research, media planning, creative strategies, and ethical and legal concerns with an emphasis on creating a cost-effective and measurable plan by blending various promotional tools. CSU

**BUSMK-298 Independent Study**

.5-3 units SC

- Variable hours
- Note: Submission of acceptable educational contract to department and Instruction Office is required.

This course is designed for advanced students who wish to conduct additional research, a special project, or learning activities in a specific discipline/subject area and is not intended to replace an existing course. The student and instructor develop a written contract that includes objectives to be achieved, activities and procedures to accomplish the study project, and the means by which the supervising instructor may assess accomplishment. CSU