

154 Marketing

Lynchburg College

MKTG 380

SERVICES MARKETING (3) *Prerequisite: MKTG 309.*

The course examines dimensions of the services sector, including the structural differences between services and consumer/industrial products. It explores service marketers' difficulties in using traditional marketing concepts and focuses on new marketing approaches for service sectors in the information age economy.

MKTG 397

INDEPENDENT STUDY IN MARKETING (1-3)

Prerequisites: Approval of faculty sponsor and school dean; junior or senior standing. This course provides students the opportunity to pursue individual study of topics not covered in other available courses. The area for investigation is developed in consultation with a faculty sponsor and credit is dependent on the nature of the work. May be repeated for no more than six credits.

MKTG 398

SPECIAL TOPICS IN MARKETING (1-3) [credit depends on topic]

Prerequisites: A background of work in the discipline or prior consent of instructor. This course will focus on an aspect of the discipline not otherwise covered by the regularly offered courses. The topic will vary according to professor and term; consequently, more than one may be taken by a student during his/her matriculation.

MKTG 425

E-MARKETING (3) *Prerequisite: MKTG 309.*

This course focuses on the theory and applications of online/Internet based business strategies. The course is designed to introduce the student to the current trends and aspects of developing a business on the Internet. The topics to be covered include, but are not limited to: basic development and implementation issues of an online business, registering and promoting an online business, legal issues associated with an online business, design issues associated with a web site, user-based issues, and current issues within the realm of online business and the consumers.

MKTG 451

MARKETING MANAGEMENT (3) *Prerequisite: MKTG 371*

and MKTG 375. This course focuses on the application of problem-solving in the area of marketing management. Emphasis is placed upon the analysis of markets, planning the marketing effort, management of the marketing organization, and control of marketing operations. This course is taught using the case method and/or computer simulation.