BUSINESS-MARKETING (BMKT)

BMKT 1003 Principles of Retailing (3 Credits)
Explores the fundamentals of retailing and its scope and significance in our marketing system. Among the topics covered are the distinguishing characteristics of retailing and retailers, store classification, operations planning, retail buying and merchandising, store location analysis, store layout and design, the retail price, future trends, and retailing careers.
Previous: Legacy Equivalent(s): BMK* 103

BMKT 1060 Principles of Selling (3 Credits)
This course is designed to prepare the student for professional selling of products, services, and ideas. It concentrates on the mutual satisfaction of buyers and sellers and the role of the salesperson. Topics studied include the communication process, customer service, sales territory management, and the seven steps in the selling process: prospecting, approach, presentation, demonstration, handling of objections, closing and follow-up. Practical application of these concepts in industrial sales, consumer sales, public service selling, and political campaigns are also studied through case studies, role-playing and student participation exercises.
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 106

BMKT 1230 Principles of Customer Service (3 Credits)
This course is the study of the principles and practices involved in providing excellent customer service. Students learn effective verbal and nonverbal communication techniques, professional customer service behaviors, problem solving and the monitoring and measuring of customer service. Delivery of customer service by telephone, in person, by mail and via the Internet is studied.
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 123

BMKT 2010 Principles of Marketing (3 Credits)
This is a foundational marketing course that introduces students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. Students study markets, create and manage a marketing mix, develop marketing strategies and consider customer motivation, with emphasis on basic marketing research and marketing management. In addition, students analyze the various marketing functions and apply theories and techniques to problems and cases in the context of current marketing practice and market environment.
General Education: Global Knowledge (GLKY)
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 201

BMKT 2015 Principles of eBusiness (3 Credits)
This course is designed to provide students with an understanding of the fundamentals of eBusiness. Emphasis will be placed on applications and analysis. This course will cover the concepts, tools, and strategies for exploring and understanding opportunities and challenges associated with eBusiness, with a focus on marketing.
Previous: Legacy Equivalent(s): BMK* 215

BMKT 2055 Introduction to the Fashion Industry (3 Credits)
Provides an overview of the fashion industry including the economic and social importance of the business of fashion. The materials of fashion, manufacturing, retailing and support services are studied. Current events in the industry, fashion careers and opportunities are discussed.
Previous: Legacy Equivalent(s): BMK* 255

BMKT 2057 Textiles (3 Credits)
This course is an introduction to textiles commonly used in fashion and home furnishings. Fibers, yarns, fabrics, dyes, printing and finishing are analyzed for their performance characteristics. Students utilize a fabric swatch book to enable identification of fabrics and textile processes.
Previous: Legacy Equivalent(s): BMK* 257

BMKT 2070 Consumer Behavior (3 Credits)
This course builds a useful conceptual framework that both enhances understanding and permits practical application of consumer behavior principles to marketing strategy. Discussion focuses on the consumer as an individual, consumers in their social and cultural settings, the consumer decision-making process, and consumer behavior and society.
Prerequisites: BMKT 2010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 207

BMKT 2080 Social Media Marketing (3 Credits)
New technologies have changed and challenged the marketing landscape. By analyzing case studies and examining current uses of social media marketing, students will learn how to harness the power of user-generated content to create buzz, position products, and raise brand awareness. The course will emphasize strategies for measuring the effectiveness of social media marketing campaigns.
Prerequisites: ENG 1010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 208

BMKT 2098 Special Topics in Marketing (3 Credits)
This course provides a study of important trends and current issues in the field of marketing. Focus is in solving marketing problems.
Prerequisites: 24 credits or permission of instructor
Previous: Legacy Equivalent(s): BMK* 295

BMKT 2102 Sports Marketing (3 Credits)
This course presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, an overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages.
Prerequisites: ENG 1010 with a grade of C- or higher
Previous: Legacy Equivalent(s): BMK* 212

BMKT 2140 International Marketing (3 Credits)
An analysis of the techniques, procedures, and strategies used by multinational firms. Emphasis on the economic, cultural, political/legal and technological factors that influence the marketing of consumer and business goods. Methods and sources of data for determining products to sell and countries in which to sell them are studied.
Prerequisites: BMKT 2010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 214

BMKT 2160 Digital Marketing (3 Credits)
Students in this course will explore the development, production and implementation of digital-marketing delivery methods including, but not limited to, email marketing, web-based marketing, search-engine optimization (SEO), online advertising, and social media. The course will introduce tools to appropriately measure and evaluate the effectiveness of digital-marketing campaigns that are designed to improve the experience of the consumer. Computer skills are necessary.
Prerequisites: ENG 1010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 216

BMKT 2195 Retail Field Experience I (3 Credits)
Provides the opportunity for students to gain practical and professional experience in fashion or retail companies. Students will apply their theoretical concepts previously learned in class to real world experiences. Job sites can be on-site local or in other areas including New York City as well as e-commerce companies. Students will be required to spend at least 6 hours a week for a minimum of 90 hours at their work site (paid or unpaid) with times arranged by the students and employers. Students will also participate in weekly discussions in an online class format with their instructor and classmates.
Prerequisites: GPA 2.5 or above and instructor's permission

BMKT 2295 Field Experience II (3 Credits)
This course provides another opportunity for a new learning experience for students to gain practical and professional experience in fashion or retail companies. This experience can be with a new company or the same field work site as BMKT 2195 but with different job responsibilities. Students will enrich the theoretical concepts previously learned in the classroom to real-world experiences. Students will be required to spend at least 6 hours a week for a minimum of 90 hours at their work site (paid or unpaid) with times arranged by the student and employers. Students will also participate in weekly discussions in an online class format with their instructor and classmates.
Prerequisites: BMKT 2195, overall GPA of 2.5 or higher, or instructor's permission
Previous: Legacy Equivalent(s): BMK*296

BMKT 2350 Public Relations (3 Credits)
A study of the principles and practices of modern public relations as they apply to profit- making and not-for-profit organizations. Students study a practical approach to the methods of establishing and maintaining positive relationships between an organization and its stakeholders. These stakeholders or publics include customers, employees, competitors, investors, vendors, government agencies, and society in general. Topics include special events planning, media relations planning and effective communications. Ethical and social responsibility and negative publicity are also discussed. Case studies are used to illustrate creative solutions to public relations problems. Students demonstrate their learning by developing a public relations campaign.
Prerequisites: ENG 1010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 235

BMKT 2410 Principles of Advertising (3 Credits)
An exploration of the principles and application of advertising. Topics include advertising, research, planning, ad creation, media planning / campaign implementation. Student teams conceive, produce and integrate all the components necessary for an advertising campaign as a major part of the class coursework. Course covers traditional through Digital and personal media including mobile.
Prerequisites: ENG 1010 with a grade of C- or higher
Elective Code(s): Business Elective (BUS)
Previous: Legacy Equivalent(s): BMK* 230, BMK* 241