

## **Marketing Advisory Committee Curriculum Discussion**

### **CURRENT COURSES TAUGHT**

#### **Introductory Marketing**

- Functions of Marketing/overview
- The marketing concept
- Management styles and duties (ownership, sole proprietor, partnership, corporation)
- Stock Market (basics, stocks vs. mutual funds, portfolio development)
- Economic utilities (information, possession, form, place, time)
- Supply, demand
- Pricing structures
- Marketing Segmentation (target market formation/marketing research/survey development)
- Distribution (indirect vs. direct, channels, etc.)
- Company and product image
- Logos, slogans, product packaging
- Promotion, media types, advertising basics
- Personal selling, 7 steps in the sales process

#### **Marketing Operations (student store)**

- Customer service
- Product mix
- commercial development
- Newsletter writing
- profit margins
- vendor relations
- developing financial reports
- Management tips
- resume and cover letter writing
- interview techniques
- promotion plan development
- new product promotion
- effective team member behaviors, positive working relationships
- the Fish philosophy
- providing feedback (for employee evaluations)
- suggestion selling
- business ethics
- effective meetings
- staff motivation

## **Marketing Management**

Further exploration of business concepts introduced in intro and operations classes

Effective communication (nonverbal, one-on-one, small group, public speaking, written, electronic mail, newsletters, etc)

- Conflict resolution
- time management
- goal setting and achieving
- leading change
- ethics
- working with others
- making decisions
- delegation
- stakeholder management
- Total Quality Management
- Meeting management
- risk taking
- creative thinking

## **Fashion Occupations**

- History of fashion
- Use of design in fashion
- Fashion distribution
- Product and service planning
- Fashion marketing
- Fashion technology
- Fashion design
- Characteristics of textiles and yarns
- Fabric design and construction
- Planning a fashion show
- Merchandising

## **PROPOSED COURSES**

### **Sports and Entertainment Marketing**

Prepare yourself to work on the business side of sports, recreation and entertainment industries. Apply marketing skills such as advertising, promotions, media relations, management and others to a sport or entertainment business venture.

### **International Business and Commerce**

Prepare yourself to manage international businesses and/or business operations. Includes instruction in the principles and processes of export sales, trade controls, foreign operations and related problems, monetary issues, international business policy, and applications to doing business in specific countries and markets.

### **Tourism Promotion Operations**

Prepare yourself to perform marketing and sales operations connected with the promotion of tourism in public and private sector settings. Includes instruction in principles of marketing research and advertising, promotional campaign organization, media relations, and applicable technical and administrative skills.