



# MARKETING (MKT)

---

## **MKT 2103 RETAIL MARKETING**

**Description:** This course is designed to provide the student with a basic understanding of the functions necessary in the retail marketing of products and services. The advantages of understanding the complex marketing system is emphasized.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## **MKT 2203 AG MARKETING**

**Description:** Pre req: ECN 1203 or ECN 1103. This class deals largely with all the risk management aids available to the agricultural producer. Topics include the use of commodity markets, storing, computer programs, market information, and government programs. (Pre req: ECN 1203)

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded