BLACKHAWK Technical College

# MARKETING (104)

Information provided includes course descriptions by subject only. For complete 2024-2025 programs/academic plans, please refer to Academic Programs (http://catalog.blackhawk.edu/academics/).

**104-102 Marketing Principles**
**Credits:** 1-3

This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rationale for a marketing approach to strategic planning, specific topics include target market selection and issues related to product, price, distribution, and promotion decisions.
**Aid Code:** 10 - undefined.

Complete Course Listing

**104-104 Selling Principles**
**Credits:** 1-3

Learners will discover the personal and occupational applications of selling (defined as "an interpersonal persuasive process designed to influence some person's decision"). Selling is investigated from the following viewpoints: personal, industrial, wholesale, retail, door-to-door, and service. Students also learn and practice the professional principles involved in relationship selling.
**Aid Code:** 10 - undefined.

Complete Course Listing

**104-120 Introduction to e-commerce 1**
**Credits:** 0.05-1

Introduction to E-Commerce 1 provides an overview of electronic commerce. Business models underlying electronic commerce applications are studied from both an operational and strategic perspective. The learner is introduced to World Wide Web jargon and applications used in e-commerce. The role of marketing personnel in e-Commerce is explored.
**Aid Code:** 10 - undefined.
**Co-requisites:** (104-102) and (104-124) and (104-112) and (104-116)

Complete Course Listing

**104-121 Introduction to e-commerce 2**
**Credits:** 0.05-1

In the Introduction to E-Commerce 2 course, the learner reviews and analyzes e-commerce applications in a marketing plan, including the proper applications of social media marketing. Technology trends including electronic payment and related issues of authentication, security, privacy, intellectual property rights, and tax implications are explored.
**Aid Code:** 10 - undefined.
**Co-requisites:** (104-120)

Complete Course Listing

**104-122 Introduction to E-Commerce 3**
**Credits:** 0.05-1

In Introduction to E-Commerce 3, the learner applies e-commerce concepts in determining its effect on the strategic plan and financial outcomes of business.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (101-111)

Complete Course Listing

**104-124 Advertising and Branding**
**Credits:** 1-3

In Advertising and Branding, learners are introduced to the evolution of advertising and branding and the importance of understanding the target audience. Learners explore the functions and costs of advertising. The learning and process focuses on integrating advertising into an overall marketing strategy. This course introduces the learner to the real world of advertising and its diversity, its processes and principles, its people and the professional experiences and ways thinking. Learners practice planning and creating advertisements that support product brands using a variety of communication channels and practice creating advertising campaign budgets. In addition, learners will practice copywriting skills to garner call-to-action of the targeted market. learners plan and create complex advertising campaigns for brands they create and market.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102)

Complete Course Listing

**104-130 Fundamentals of Customer Service**
**Credits:** 1-3

This course is designed for learners who desire training in the fundamentals of customer service as they relate to business. It introduces core customer service concepts and an overview of the essential skills needed to succeed in any organization. In addition to dealing with internal and external audiences, specific topics include: listening techniques, verbal and nonverbal communication, dealing with various customer types, use of technology, handling a variety of complex customer situations, as well as an overview of careers within the customer service industry.
**Aid Code:** 10 - undefined.

Complete Course Listing

**104-131 Relationship Management Customer Service**
**Credits:** 1-3

Effectively managing relationships with customers is critical to any successful customer service operation. Learners will explore strategies to identify customer needs, communicate effectively, and demonstrate professional work attitudes and ethics. Hands-on activities will help develop interpersonal and intrapersonal skills and an appreciation for various cultures and customers.
**Aid Code:** 10 - undefined.

Complete Course Listing

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### 104-132 Time Management and Problem Solving
**Credits:** 1-3

Learn techniques for prioritizing work, handling multiple tasks, and managing change. This course is designed for anyone interested in improving their customer service skills. Participants will also learn how to resolve conflict and improve working relationships with customers and peers.
**Aid Code:** 10 - undefined.

Complete Course Listing

### 104-133 Sales Skills for Customer Service
**Credits:** 1-3

This course is designed for learners who seek sales-related training as it applies to the role of a customer service agent. Concepts such as up selling and cross selling will be discussed as well as basic sales information such as profits and losses, referrals, finding alternative solutions, and use of resources available to customer service personnel.
**Aid Code:** 10 - undefined.

Complete Course Listing

### 104-134 Principles of Inside Sales
**Credits:** 1-3

This course will focus on the tools, strategies and techniques of inside sales including: pre-call planning, prospecting and qualifying leads, developing value statements, the role of social media in the sales process and follow up. This course will place special emphasis on the hands on application of a Customer Relationship Management (CRM) system and other technologies.
**Aid Code:** 10 - undefined.

Complete Course Listing

### 104-135 Quality Customer Service
**Credits:** 1-3

This course addresses sensitivity in communicating with external and internal customers and understanding behavioral styles. Develop verbal and nonverbal communication skills, as well as understanding customer service in a diverse population. Emphasize teamwork, working relationships, and telephone skills.
**Aid Code:** 10 - undefined.

Complete Course Listing

### 104-136 Principles of Sales
**Credits:** 1-3

This course will focus on the tools, strategies and techniques of outside sales including pre-visit planning, prospecting and qualifying leads, conducting research on competing products and companies, the role of cold call visits in the sales process and follow up. This course will place special emphasis on professional sales presentations, personal brand management, and identifying organizational gatekeepers.
**Aid Code:** 10 - undefined.
**Co-requisites:** (801-198)

Complete Course Listing

### 104-137 Digital Marketing Internship
**Credits:** 0.5-1

Marketing students complete an on-the-job training plan based on a three-way agreement between an approved employer/sponsor, the student/intern, and the college. Participation in the internship involves marketing-related or specialist employment based on the student's marketing career goals. Students are provided with an opportunity to learn operational skills not taught in the classroom.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-112 or 104-156) and (104-116 or 104-150) and (104-122 or 104-151) and (104-123 or 104-152)
**Co-requisites:** (104-153)

Complete Course Listing

### 104-139 Advanced Professional Selling
**Credits:** 1-3

This course focuses on a variety of strategies and techniques for professional selling including: sales presentations, exposure to the software that aids sales people, coordination with the firm's other functional areas, team selling, and negotiation. This course will help relate theory to practice and will include close work with an actual salesperson.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-135) and (104-104)

Complete Course Listing

### 104-140 e-Commerce Principles
**Credits:** 1-3

This course provides an overview of electronic commerce. Business models underlying these electronic commerce applications are studied from both an operational strategic perspective. A review is made of WWW technology trends including electronic payment and related issues of authentication, security, privacy, intellectual property rights, and tax implications. The role of marketing personnel in e-Commerce will be explored.
**Aid Code:** 10 - undefined.
**Pre-requisites:** 103 106

Complete Course Listing

### 104-141 Sales Team Management
**Credits:** 1-3

This course will focus on the responsibility and functions of a sales manager including an evaluation of various sales organizational structures, sales forecasting, budgeting, ethics in sales, and an overview of best practices in recruiting, selecting, testing and training salespeople. Special attention will be paid to retaining, compensating, and motivating sales teams.
**Aid Code:** 10 - undefined.

Complete Course Listing

**104-142 Sales Management Practicum**
**Credits:** 0.5-1

Students complete an on-the-job training plan based on a three-way agreement between an approved employer/sponsor, the student/intern, and the college. Participation in the internship involves sales-related or specialist employment based on the student's sales career goals. Students are provided with an opportunity to learn operational skills not taught in the classroom.
**Aid Code:** 10 - undefined.
**Co-requisites:** (104-139)

Complete Course Listing

**104-144 Desktop Design**
**Credits:** 1-3

Students will learn how to use computer and multimedia technology to plan, design, and execute marketing related communications activities within the business firm. Students will learn to use Desktop Publishing and Desktop Design hardware and software suitable for both in-house, or electronic pre-press production of catalogs, brochures, flyers, posters, and product information sheets.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-117) and (801-195 or 801-136) and (103-106)

Complete Course Listing

**104-146 Marketing Management**
**Credits:** 1-3

This fourth-semester course instructs students in decision making relative to the marketing mix with special emphasis on the development, organization, implementation, and control of the marketing plan. This capstone course will help the learner analyze the available research data and then, when necessary, modify the data on the basis of logic and reason. The course helps the learner make not only informed marketing decisions, but also build rationale to defend it. Case studies and/or simulations used in class are designed to improve business acumen and managerial judgment.
**Aid Code:** 10 - undefined.
**Pre-requisites:** 104-160

Complete Course Listing

**104-150 Integrated Marketing Communications**
**Credits:** 1-3

This class integrates the marketing mix and the promotion plan, targets markets for promotion, and develops situational analysis for a consumer good product. The learner selects and applies creative approaches that support promotional strategies and position in the marketplace. The learner also integrates sales promotion and personal selling in the promotion plan and assesses publicity as an element of the promotion plan and integrates advertising and point-of-purchase into the plan. In this course, the learner develops an integrated marketing communications program and explore digital marketing's transformative impact on traditional marketing practices and examines digital segmentation, digital marketing around the globe, digital divide, digital privacy, and digital analytics.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102)

Complete Course Listing

**104-151 Intro to e-Commerce**
**Credits:** 1

Students will engage in the process of creating an e-Commerce site to build a brand, develop a product catalogue, simulate sales, design a website, create online content, and build a store for a simulated client.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102)

Complete Course Listing

**104-152 Marketing Research**
**Credits:** 2

The Marketing Research course introduces students to the marketing research process and the various methods of collecting primary and secondary data. Learners will analyze marketing research case studies and will be introduced to guidelines for the ethical treatment of participants, sponsors, and researchers and will be introduced to qualitative and quantitative marketing data. Learners will review qualitative and quantitative research methods, practice data collection methods and techniques, and design research instruments including surveys, interviews, and focus groups. Learners will practice determining appropriate sampling and sample size for research projects and will designs a market research proposal, determines sample size, designs research tools & pilot tests research tools.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102)

Complete Course Listing

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**104-153 Marketing Plan Development**
**Credits:** 2

In Marketing Plan development, learners evaluate sample-marketing plans and will create an outline for their own marketing plan using current marketing communication tools in conjunction with a real business to research, design, create and implement a marketing plan. Marketing plans emphasize the development, organization, implementation and control of a marketing plan. Students engage in the completion of comprehensive marketing plans and create a final professional presentation on their plan.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102) and (104-152)

Complete Course Listing

**104-155 Marketing Analytics**
**Credits:** 2

Students will engage in marketing analytics concepts through the analysis of data transformation, cluster analysis, summary statistics, A/B testing, content analysis, predictive analysis, artificial intelligence, data visualization, and customer lifetime value. Students will use marketing analytics to predict outcomes and systematically allocate resources in scenerio-based learning.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-102) and (104-152)

Complete Course Listing

**104-156 Social Media Marketing**
**Credits:** 1-2

This course introduces the learner to social media communications technologies, and their impact on marketing strategy, marketing communications, and marketing research. Learners apply the various social media tools to the marketing mix strategies and practices using social media tools. Students also assess social media marketing goal achievement, and demonstrate skills in effective writing in the social media environment using specific social media tools such as Facebook, Twitter, or blogging from company websites.
**Aid Code:** 10 - undefined.

Complete Course Listing

**104-160 Marketing Research**
**Credits:** 1-3

The emphasis of this course will be on the collection of primary data through marketing research methodologies: observation, focus groups, interviews, and surveys. The course will also introduce students to the various methods of collecting secondary data. Concepts will be reinforced through group projects.
**Aid Code:** 10 - undefined.
**Pre-requisites:** 104-102

Complete Course Listing

**104-162 Marketing Portfolio**
**Credits:** 0.5-1

E-portfolios are essential for today's job hunting marketplace. This course will help you to organize marketing materials and projects you have worked on throughout the program into an e-portfolio format. Additionally, you will add other collateral materials to your portfolio including a resume that includes e-screening words for marketing, professional reference page and cover letter, and e-tabs within your portfolio. Must be taken in final semester of Marketing program or by obtaining consent of instructor.
**Aid Code:** 10 - undefined.
**Pre-requisites:** (104-150 and 104-151 and 104-152 and 104-156)
**Co-requisites:** (104-153)

Complete Course Listing

**104-190 Retail Principles**
**Credits:** 1-3

This course includes a study of considerations and opportunities of selling goods and services to the final consumer. Topics include an overview of the end user, store design, securing and controlling inventory, pricing, promotions, and future trends. An analysis is made of the basic activities of running a retail store.
**Aid Code:** 10 - undefined.
**Co-requisites:** 801-196

Complete Course Listing

**104-408 Positive Customer Relations**
**Credits:** 0.1-2.4

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-410 Successful Prof Selling I**
**Credits:** 0.2-2.4

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-412 AIB Product Knowledge**
**Credits:** 0.1-3

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-413 AIB Selling Bank Services**
**Credits:** 0.1-3

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-414 Sales Training**
**Credits:** 0.1-3

**Aid Code:** 47 - undefined.

Complete Course Listing

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**104-421 Advertising Techniques**
**Credits:** 0.1-1.5

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-433 Cash From Your Kitchen**
**Credits:** 0.1-1

**Aid Code:** 47 - undefined.

Complete Course Listing

**104-453 Small Business Advertising**
**Credits:** 0.1-3

**Aid Code:** 47 - undefined.

Complete Course Listing