

## **Mktg 101: New Trends & Opportunities in Marketing**

### **MARKETING**

This course examines the most current trends and opportunities in some of marketing's most popular subfields, such as digital and social media marketing, influencer marketing, professional sales, advertising and promotion, brand management, social marketing, retailing, and supply chain management, among others. Business and career opportunities in each subfield are identified and discussed, giving students a holistic introduction to marketing in today's modern business world.

3 Credits

### **Prerequisites**

- Freshman or Sophomore Classification Required

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 101

### **Subject Areas**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

