

MARKETING APPLICATIONS (MKA)

MKA 1021 Principles of Selling**Credit Hours:** 3

This course is a study of the buying-selling cycle with emphasis on the role of salespeople in the free-enterprise system. It is an introduction to sale management, application of sales principles, components of the sales presentation, buying motives, customer approach, and sales techniques.

MKA 2948 Service Learning Field Studies 1**Credit Hours:** 1

This course gives students opportunity to understand the relationship of theory to practice through participation in a service-learning experience. Students are required to complete 20 hours of volunteer work, a service-learning contract, and an oral and written reflection of the experience.