Competency Instruction Review Including Course, Instructional Hours, and L. E. Modules

Course Pre-fix	Course #	Course Title	Format	Competency	Technology	LE Certification Module	Instructional Hours	Module Hours	Total Instructional Hours
MARK	3311	Principles of Marketing	Lecture/Hybrid/ Online	Introduction To ERP Technology	SAP		4		4
MARK	3311	Principles of Marketing	Lecture/Hybrid/Online	PowerPoint Development and Presentation	LE/ PowerPoint	7: Presentation Development	7.5	0.75	8.25
MARK	3325	Retailing in the 21st Century	Lecture/Hybrid/Online	Basics of the Retail Industry	LE	1: Basic Industry Knowlede	4	0.75	4.75
MARK	3325	Retailing in the 21st Century	Lecture/Hybrid/Online	Category Management History and Integration in to Retailing	LE	2: Category Management History and Processes	4	0.75	4.75
MARK	3325	Retailing in the 21st Century	Lecture/Hybrid/Online	Retail Pricing and Market Analysis	LE	3: Pricing Analysis	4	1	5
MARK	3325	Retailing in the 21st Century	Lecture/Hybrid/Online	Assortment Analysis and Item Performance	LE	5: Assortment Analysis	4	0.75	4.75
MARK	3325	Retailing in the 21st Century	Lecture/Hybrid/Online	PowerPoint Development and Presentation	PowerPoint		6		6
MARK	4325*	Shopper Marketing	Lecture/Hybrid/Online	Basics of the Retail Industry	LE	1: Basic Industry Knowlede	4	0.75	4.75

Competency Instruction Review Including Course, Instructional Hours, and L. E. Modules

Course Pre-fix	Course #	Course Title	Format	Competency	Technology	LE Certification Module	Instructional Hours	Module Hours	Total Instructional Hours
MARK	4325*	Shopper Marketing	Lecture/Hybrid/Online	Management History and Integration in Retail Pricing	LE	2: Category Management History and Processes	4	0.75	4.75
MARK	4325*	Shopper Marketing	Lecture/Hybrid/Online	and Market Analysis	LE	3: Pricing Analysis	4	1	5
MARK	4325*	Shopper Marketing	Lecture/Hybrid/Online	Assortment Analysis and Item Performance	LE	5: Assortment Analysis	4	0.75	4.75
MARK	4325*	Retailing in the 21st Century	Lecture/Hybrid/Online	PowerPoint Development and Presentation	PowerPoint		6		6
MARK	4340	Consumer Insights	Lecture/Hybrid/Online	Margin/ Breakeven Analysis	Excel		4		4
MARK	4340	Consumer Insights	Lecture/Hybrid/Online	Market Share Analysis	Excel		2		2
MARK	4340	Consumer Insights	Lecture/Hybrid/Online		LE	4: Promotion Analysis	9	1	10
MARK	4340	Consumer Insights	Lecture/Hybrid/Online	Syndicated scanner data analysis	Excel/LE	8: Syndicated Scanner Data (Basic)	8.5	0.75	9.25
MARK	4340	Consumer Insights	Lecture/Hybrid/Online		LE	10: Retailer POS Data Analysis (Basic)	8.5	0.75	9.25
MARK	4340	Consumer Insights	Lecture/Hybrid/Online	Relational Databases	Excel	Combining Syndicated and Retailer POS Data	5		5
MARK	4380	Marketing Research	Lecture/Hybrid/Online	Data Analysis	Excel		7.5		7.5

Competency Instruction Review Including Course, Instructional Hours, and L. E. Modules

Course Pre-fix	Course #	Course Title	Format	Competency	Technology	LE Certification Module	Instructional Hours	Module Hours	Total Instructional Hours
MARK	4380	Marketing Research	Lecture/Hybrid/Online	Excel Spreadsheet Utilization	Excel/LE	6: Spreadsheet Development (Basic)	3.75	0.75	4.5
MARK	4380	Marketing Research	Lecture/Hybrid/Online	Data Analysis	Excel/LE	9: Syndicated Panel Data	7.5	1	8.5
							89.25	**8.25**	**97.50**

* MARK is an alternate course which can be taken in the event that MARK 3325 is not available to allow students to complete their coursework and modules.