**MARKETING (MKTG)**

The **Training Elements** of a student in marketing major entering co-op program in a company should include some or all of the following:

1. **Marketing Functions**
	* The objectives and functions of the Marketing and Sales Department including Customer Service or Public Relations activities.
	* Functional levels, roles, responsibilities and staffing pattern.
	* Marketing communications with internal departments, customers, suppliers, publics and markets.
2. **Marketing Research and Reporting Functions**
	* Market intelligence reporting and market information system pursued by the company (field and desk based )
	* Data analysis method such as:
		+ Computer program based and quantitative data analysis
		+ Qualitative data analysis
		+ Observational data analysis
	* Information management on:
		+ Consumer Behavior related to products/brands and services
		+ Impact of technology, social and cultural forces and values
	* Presentation and marketing information:
		+ Visual, audio and information technology based presentations
		+ Evaluation of published annual reports/newsletters, brochures and web based reports; and tools used for internal and external communications.
3. **Advertising and Sales Promotion Functions**
	* Media preference and marketing communications:
		+ Customer communication tools used
		+ Advertising standards and regulations in the KSA.
	* Role of sponsorships, public relations and electronic media
	* Review of advertisements and promotional activities.
4. **Sales Functions**
	* Sales approach pursued and Sales promotions activities
	* Role of sales staff, sales representatives and agents
	* Managing the sales force and sales targets.
	* Channel of distribution, e-channels and competition.
5. **Customer Services Functions**
	* Customer support services and quality management.
	* Customer feedback assessment, review of customer perceptions.