**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.