

Marketing - BU202

Section: BU202 001252S Main Campus

Credit Hours: 3.00

Course Description: The scope and development of the modern marketing including marketing research, forecasting, consumer buying behavior and consumer motivation with emphasis on the marketing manager's implementation of the marketing mix: product, price, promotion and place.

Section Notes: This class will meet face-to-face 5 times: January 13, February 12, March 12, April 9, and April 30. The remainder of the work will be completed online.

WHEN Start Date: 01/13/2026 End Date: 05/05/2026

Days:

TR

9:40 AM - 11:10 AM

Campus: Main Campus

Building: Lockman Hall

Room: LH105

INSTRUCTOR

KIM JOHNSON

BOOKS

No textbooks for this course.