

## 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.