

## Marketing - BU202

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**Section:** BU202 002192S McPherson

**Section Type:** Lecture

**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.

**WHEN**

Days: R

Times: 06:30 PM - 09:30 PM

Start Date: 01/16/2020

End Date: 05/07/2020

**WHERE**

Campus: McPherson

Building: McPherson Center

Room: MCT112

**INSTRUCTOR**

KARMELETA BURNETT

**BOOKS**

No textbooks for this course.