

Marketing - BU202

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.