

## Marketing - BU202

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**Section:** BU202 002251S 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: August 21, September 18, October 16, November 13, and December 4. The remainder of the work will be completed online.

**WHEN** Start Date: 08/21/2025 End Date: 12/09/2025

**Days:**

TR

9:40 AM - 11:10 AM

Campus: Main Campus

Building: Lockman Hall

Room: LH104

**INSTRUCTOR**

KIM JOHNSON

**BOOKS**

No textbooks for this course.