Marketing - BU202

Section: BU202 002251S Main Campus

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.

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.