Marketing - BU202

Section: BU202 002261S 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 20, September 17, October 15, November 12, and December 3. The remainder of the course work will be completed online.
WHEN Start Date: 08/20/2026 End Date: 12/10/2026
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.