

Marketing - BU202

Section: BU202 816192S Online

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: Arranged

Times: Arranged

Start Date: 01/21/2020

End Date: 05/07/2020

WHERE

Online

INSTRUCTOR

KIM JOHNSON

BOOKS

Title: FOUNDATIONS OF MARKETING 7TH ED Edition

Author: PRIDE & FERRELL

Required: Yes