Marketing - BU202

Section: BU202 816251S 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 Start Date: 08/25/2025 End Date: 12/11/2025

Days: Arranged Arranged

INSTRUCTOR KIM JOHNSON BOOKS

No textbooks for this course.