

## Marketing - BU202

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**Section:** BU202 816252S Online

**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: 01/20/2026 End Date: 05/07/2026

**Days:**

Arranged

Arranged

### **INSTRUCTOR**

KIM JOHNSON

### **BOOKS**

No textbooks for this course.