Marketing - BU202

Section: BU202 816261S 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: 08/19/2026 End Date: 12/10/2026
Days:
Arranged
Arranged

INSTRUCTOR
KIM JOHNSON
BOOKS
No textbooks for this course.