

Marketing - BU202

Section: BU202 817252S 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.