

Marketing - BU202

Section: BU202 826242S 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.

Section Notes: No textbook needed for this course

WHEN

Days: Arranged

Times: Arranged

Start Date: 01/21/2025

End Date: 05/08/2025

WHERE

Online

INSTRUCTOR

KIM JOHNSON

BOOKS

No textbooks for this course.