

## Marketing - BU202

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**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.