

BUS 266 Marketing Management

3 hours

Majors (Adult)

Bachelor of Science in Organizational Communication

Departments/Programs:

Business (Adult Undergraduate)

This course is taught from the leader's decision-making perspective with an emphasis on the marketing manager's role in the development and analysis of goal-oriented marketing strategies. Students explore how marketing decisions impact the overall development including market research, promotion, pricing, distribution, and competitive strategies.

Prerequisite(s): BUS-107.