

**Nebraska Wesleyan University**

Catalog 2011-2012

## **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.*