

**Nebraska Wesleyan University**

Catalog 2011-2012

## **BUSAD 226 Marketing Management**

3 hours

Majors, Minors & Degrees:

**Minors**

Marketing

Departments/Programs:

Business, Accounting and Economics (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): Grade of "C-" or better in BUSAD-115.*

(Normally offered each fall semester.)