

**Course:**

**BUS 107 Marketing**

**3 hours**

**Majors (Adult)**

Bachelor of Science in Business

Bachelor of Science in Organizational Communication

**Departments/Programs:**

Business (Adult Undergraduate)

Students examine the role of marketing in society with an introduction to the fundamentals of strategic marketing planning and the development of the marketing mix. Topics include buyer behavior, market segmentation, distribution, pricing policies, communication strategies, and product development.