Nebraska Wesleyan University

Catalog 2012-2013

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.