Nebraska Wesleyan University

BUS 266 Marketing Management

Catalog

2012-2013

Course Description

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.

Course Hours

3 hours

Departments

1. Business (Adult Undergraduate)