Nebraska Wesleyan University

BUSAD 115 Principles of Marketing

Catalog

2012-2013

Course Description

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.

(Normally offered each semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)