

Course:

BUSAD 115 Principles of Marketing

3 hours

Majors, Minors & Degrees:

Majors

Accounting (B.A., B.S.)

Business Administration (B.A., B.S.)

International Business (B.A.)

Minors

Marketing

Departments/Programs:

Business, Accounting and Economics (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.

(Normally offered each semester.)