Nebraska Wesleyan University

BUSAD 226 Marketing Management

Catalog

2013-2014

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): Grade of "C-" or better in BUSAD 115 Principles of Marketing.

(Normally offered each fall semester.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)