

Nebraska Wesleyan University

Catalog 2015-2016

BUSAD 5110 Marketing Management

3 hours

Majors (Grad)

Business Administration (M.B.A.)

Business Administration (M.S.N. bridge to M.B.A.)

Nursing/Business Administration (M.S.N./M.B.A.) Joint Degree

Departments/Programs:

Business Administration (Graduate)

Applies major elements of the marketing process, strategic planning, and the development of an effective marketing mix to create customer value. Analyzes key marketing concepts, such as consumer/buyer behavior, market research, brand management, product development, pricing strategies, and the design of marketing channels. Examines the integration of marketing with other functions in a business organization.