Nebraska Wesleyan University

BUSAD 5110 Marketing Management

Catalog

2016-2017

Course Description

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.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)