

Nebraska Wesleyan University

Catalog 2017-2018

BUSAD 4200 Marketing Management

3 hours

Majors, Minors & Degrees:

Majors (Adult)

Organizational Leadership and Communication (B.S.)

Minors

Marketing

Minors (Adult)

Marketing

Public Relations

Departments/Programs:

Business (Adult Undergraduate)

Business, Accounting and Economics (Undergraduate)

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 2000 Principles of Marketing.

(Normally offered each fall semester.)