Course:

BUSAD 2000 Principles of Marketing

3 hours

Majors, Minors & Degrees:

Majors
Accounting (B.A., B.S.)
Business Administration (B.A., B.S.)
Business-Sociology (B.S.)
International Business (B.A.)
Sport Management (B.S.)

Majors (Adult)
Business Administration (B.S)
Organizational Leadership and Communication (B.S.)

Minors
Marketing

Minors (Adult)
Marketing
Public Relations

Departments/Programs:

Business (Adult Undergraduate)
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.)