

Nebraska Wesleyan University

Catalog 2019-2020

## **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.)