

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.)
Digital Marketing (B.A., B.S.)
Financial Planning (B.A., B.S.)
International Business (B.A.)
Project Management (B.A., B.S.)
Sport Management (B.S.)

Majors (Adult)

Business Administration (B.S.)
Digital Marketing (B.S.)
Financial Planning (B.S.)
Organizational Leadership and Communication (B.S.)
Project Management (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.)