Nebraska Wesleyan University

BUSAD 4200 Marketing Management

Catalog

2026-2027

Course Description

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.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)