

Nebraska Wesleyan University

BUSAD 5110X Brand & Marketing Management

Catalog

2026-2027

Course Description

See [BUSAD 5110 Marketing Management](#)

Prerequisite(s): Senior standing, 3.25 or higher GPA, and permission of the MBA program director and Business, Accounting and Economics Associate Dean.

Course Hours

3 hours

Departments/Programs

1. [Business, Accounting and Economics \(Undergraduate\)](#)