

BUSN202 : Principles of Marketing

Introduces the basic elements of the marketing mix including product, pricing, distribution and promotional concepts. Acquaints students with marketing terminology and prepares them for advanced study in component areas of marketing. This course is the logical first step for those planning further study in advertising, retailing, small business, sales and international marketing or for students seeking to add a dimension of business basics to their non-business program.

Credits 3

Lecture Hours 3

Lab/Clinical/Field Study Hours 0