Mktg 351: Marketing Principles

Basic principles and practices of marketing. This introductory course provides an understanding of the scope of marketing and its environment, social responsibility and ethics in marketing, the elements of the marketing mix—product, price, promotion, and distribution, how consumers make decisions and how to research and identify target markets.

Students may take either Mktg 351 or GB 350, but not both for credit toward a degree.

3 Credits

Prerequisites

- Pre-requisite: 54 Completed Hours.
- Pre-requisite: Business or Accounting Students.

Instruction Type(s)

- Lecture: Lecture for Mktg 351
- Lecture: Compressed Video for Mktg 351
- Lecture: Correspondence for Mktg 351

Course Fee(s)

Business 1

- $30.00 when booked for:
  - Spring, Second Spring, May, Full Summer, First Summer, Second Summer, August 2016-17
  - Fall, First Fall, Second Fall, Winter, Spring, First Spring, Second Spring 2017-18

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research