GB 350: Essentials of Marketing

MANAGEMENT

Essentials of Marketing examines the key components of marketing in a globally competitive environment. The class begins with a review of career opportunities in marketing and career planning. Next, the class explores economic fundamentals and analytics in marketing. The class focuses on the ways organizations provide value to consumers and society through satisfying needs. Topics include market segmentation, marketing strategy, consumer buying behavior, and organizational buying behavior. The class also investigates ways to improve decisions based on marketing research. The marketing mix forms a key component of the class, including the key elements of product planning and new-product development, logistics and supply chains, marketing channels and intermediaries, promotional techniques, including personal selling, advertising, public relations, sales promotion, and pricing. Finally, the class will also study ethical dimensions of marketing in a consumer- oriented world.

GB 350 may not be used as a 300+ business elective

3 Credits

Prerequisites

- Pre-requisite: Completion of 54 hours.

Instruction Type(s)

- Lecture: Lecture for GB 350
- Lecture: Compressed Video for GB 350
- Lecture: Web-based Lecture for GB 350

Subject Areas

- Entrepreneurship/Entrepreneurial Studies

Related Areas

- Small Business Administration/Management

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