Mktg 351: Marketing Principles

Marketing

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

- Business, Accounting, International Studies Major, Manufacturing Emphasis, and Business Emphasis students only, or by special permission of the Dean's Office.
- Pre-requisite: 54 Completed Hours.
- Pre-Requisite: 24 Earned Hours

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

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.