

MKT 120 : Principles of Marketing

Introduces marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefits to both for-profit and non-profit organizations. Students will develop an understanding of the marketing process, analyze marketing opportunities, and develop strategies to fulfill the needs of target markets.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Recommended Prep

ENG 22 with grade C or better, or placement at ENG 100.

Prerequisites

ENG 19 with grade C or better, or placement at least ENG 22, or consent.