

MKT 300 : Principles of Marketing

Applies the fundamental principles of successful marketing including segmentation, targeting, product development, positioning, packaging, placement, pricing, promotion, service and relationship building to development of marketing plans. Explores the impact of marketing of goods and services using the Internet, the World Wide Web, and other technologies as they emerge. (Letter grade only.)

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Prerequisites

BUS 120 with grade C or better, or consent.