

MKTG 301: Principles of Marketing

Introduces concepts, analyses, and activities that comprise marketing management, and provides a foundation for advanced electives in marketing as well as other business/social science disciplines. Learn how to identify customer needs, satisfy these needs with the right product and/or service, assure availability to customers through convenient distribution channels, use communication media to build awareness and motivate purchase, and choose an appropriate price to boost the firm's profitability while also maintaining customer satisfaction.

Credits: 3

Prerequisites/Permissions:

ACCT 202, ECON 001, ECON 002, MATH 026/156 (c) , B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS