

MAR-MARKETING

MAR 2011 Principles of Marketing (3 Credits)

The course explores the basic principles of marketing focusing on the topics of target marketing, product strategy, pricing strategy, place strategy, and promotion strategy.

Prerequisite: Successful completion of all developmental reading courses indicated through placement testing

MAR 3802 Marketing for Managers (3 Credits)

This course introduces students to marketing research, consumer behavior, segmentation, targeting and positioning, marketing channels, sales promotion, and advertising. Special emphasis is placed on the application of concepts regarding branding, public relations, and decision-making.

Prerequisite: Admission to the BAS in Leadership program

Corequisite: FIN 3400