

## **Principles of Marketing**

MKT 2043

### **DEGREE PROGRAM COURSE DESCRIPTIONS**

The student will discuss the major aspects of each of the portions of the marketing mix (product, price, promotion and distribution), how they function, their interrelationships and the management of each. The student will use accepted techniques and tools in analyzing, evaluating and making decisions in marketing-related cases.

### **PREREQUISITES?**

MATH 0203 or adequate math placement and ENGL 0203, adequate placement score, or by meeting determined measures.

### **CREDIT HOURS**

3