

MARKETING (MKTG)

MKTG 3000 Principles of Marketing 3 Credits

An introductory course which examines the term, "marketing," in a broad sense to include all those activities of individuals or organizations which encourage and facilitate exchanges of values. This includes many activities such as research, physical distribution, product planning, pricing and promotional activities. These concepts are examined as they apply to marketing of goods and services, in profit and nonprofit sectors, in both domestic and global markets.