

BUS-310 : Principles of Marketing

Explores the principles and practices of how goods, services, and ideas are developed and distributed in order to satisfy individual and organization needs, wants and objectives. Emphasis is placed on the micro-marketing perspectives including product, price, promotion and place. Prerequisites: **BUS-120** and **COMM-100**, or permission of instructor; **ECON-210** recommended but not required

Credits 3

Prerequisites

Take BUS-120 and COMM-100

Term Offered

Fall and Spring

Session Cycle

FS

Grade Scheme

BC