

MKT 120: Principles of Marketing

Introduction to marketing concepts and the application to the process of marketing products, services, and ideas to provide value and benefit to both for-profit and non-profit organizations. Students will develop an understanding of the marketing process, analyze marketing opportunities and develop strategies to fulfill the needs of target markets.

Credits: 3

Prerequisites:

Placement in ENG 100

or

Instructor approval

Recommended Prep:

BUS 120