

MARKETING (MKTG)

MKTG 350 - Principles of Marketing (3 Credits)

Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society. A. major sections; ECON 224, ACCT 222 for non-B.A. major sections.

Prerequisites: ECON 221/ECON 222, ACCT 225/ACCT 226 for B.