

BUS 231 : Marketing Principles

This course is designed to help students develop an understanding of the basic elements of marketing. There are four major components of the course: marketing principles, a marketing computer simulation, a marketing plan project and an advertising project. Students survey the fundamentals of marketing, including planning, pricing, promoting and distributing goods and services. Students study market environments and marketing information systems and analyze consumer and industrial markets.

Credits 4

Semester Offered

Offered fall and spring