

MKT 201 : Principles of Marketing

This course presents a broad overview of the main marketing concepts and activities while also providing in-depth knowledge of key marketing issues such as segmentation, targeting, positioning, marketing environment, marketing information system, branding, customer relationship management, and the elements of the marketing mix. Case studies, client presentations will be used.

Credits 3

Core Requirement

BCC

Prerequisites

OPM 101, ECO 102, MAT 111, ENG 112