BMKT - Business: Marketing

**BMKT 325. Principles of Marketing. 3 Credits.** (3 Lec) F,S
PREREQUISITE: Junior standing and ECNS 101IS. Marketing management decision-making in the product, price, promotion, and distribution areas. The behavioral, legal, ethical, competitive, technological, and economic environments as they affect decisions in the domestic and international organization.

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<th>Section</th>
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Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.