

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.

Term	CRN	Section	Session/Dates	Days	Location	Time
2020 Summer Semester	10379	802	Second Half Session	-	ONLINEWEB-	
2020 Summer Semester	10657	801	First Half Session	-	ONLINEWEB-	

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.