

BUS 282 : Principles of Marketing

Credits 5

Quarter Offered Fall

Examines the role of marketing in general business activities. Students will learn the marketing process that develops products and services, methods and techniques of market research, target markets, market segmentation, product planning, distribution, pricing, and promotion. This class may include students from multiple sections.

Course Outcomes

- Explain the purpose of marketing and evaluate the ethical, economic, and social factors involved in the modern marketing environment.

- Describe the concepts behind the strategic functions of marketing.

- Analyze concepts behind the strategic functions of marketing.

- Evaluate concepts behind the strategic functions of marketing.