

MKT210 : Introduction to Marketing

The Introduction to Marketing course explores foundational marketing concepts, including target-market segmentation, product distribution, and promotion. Students will examine traditional marketing avenues, such as print, television, and radio, as well as newer practices in modern technology. In this course, students will construct strategic plans for the selection and development of goods and services. Consumer behavior and its effects on the success of marketing efforts will be inspected and evaluated by students to introduce the human aspect within the business field.

Credits 4