MKT 3300 - Principles of Marketing

MKT 3300 Principles of Marketing (3 semester credit hours) An overview of marketing principles including marketing planning, understanding customer's decision making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon applying segmentation, targeting and positioning framework, implementing different pricing methods such as markup pricing and target pricing and recognizing and evaluating ethical constraints when making marketing decisions. (3-0) S