MKT 4335 - Category Buying

This course is designed to introduce the concepts of buying, purchasing, sourcing, procurement, replenishment, and category management. In addition the course will touch on primary negotiation techniques, pricing, discounts, and allowances. Finally, this course will be comprised of a "hands on" approach through the use of cases and role plays to provide real life scenarios the student will experience in the buyer's role. Prerequisites: MKT 3300 and MKT 3330. (3-0) Y