
2024-25 ACADEMIC COURSES

BMG 250 : PRINCIPLES OF MARKETING

In this course, students will gain an understanding of marketing strategy, segmentation, differentiation, buyer behavior and emerging technology tools for marketers. The course also focuses on marketing decisions, with emphasis on the key strategy decisions in each area of the marketing mix: product, place, promotion and pricing (the four P's). Level I Prerequisite: Academic Reading and Writing Levels of 6

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Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 10/08/2024 Information is subject to change without notice.