

2018-2019 TTC Catalog

MKT 245 Promotional Strategies

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of promotion activities, focusing on coordinating an effective marketing campaign for a product or business, with promotion strategies planned and used to influence consumers, trade intermediaries, and sales forces.

Course Offered

Fall

Spring

Grade Type

Letter Grade

Division

Business Technology