

# 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