

2018-2019 TTC Catalog

MKT 260 Marketing Management

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the marketplace.

Prerequisite

MKT 101

and

ACC 101

Course Offered

Fall

Spring

Grade Type

Letter Grade

Division

Business Technology