

2019-2020 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

BUS 101

and

MGT 101

and

MKT 101

Course Offered

Fall

Spring

Grade Type

Letter Grade

Division

Business Technology