

# 2020-2021 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