# 2024-2025 TTC Catalog

## **MKT 101 Marketing**

Lec: 3.0 Lab: 0 Credit: 3.0

This course introduces the field of marketing with a detailed study of the marketing concept and the processes of product development, pricing, promotion and marketing distribution.

#### **Course Offered**

Fall Spring Summer

### **Grade Type**

Letter Grade

#### **Division**

**Business Technology**