

# 2018-2019 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