

BUS. 180 Marketing

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This course is an introduction to marketing and sales techniques used in business. Students learn about the "four P's" of marketing (Product, Price, Place, Promotion), market segmentation, target markets, market research, marketing budgets, and the marketing plan. Internet tools for small business marketing are also included, such as social networks, blogging, images, video, and websites. *Grade Option (Letter Grade or Pass/No Pass). Degree Credit.*

Units: 3

Hours/semester: 48-54 Lecture; 96-108 Homework

Transfer Credit: CSU

