

## BA 232: Principles of Marketing

Principles and practices related to the role of marketing in business and the various marketing functions. Students will learn the development of the Marketing Mix (product, price, place, & promotion), brands and brand strategies, segmentation strategies and the identification of target markets, the positioning of the brand, and the marketing concept in a dynamic environment to serve consumers and stakeholders in these markets.

**Hours:** 3

**Prerequisites:**

EN 160.

**Program:** Business

**Semester Offered:**

Fall,

Spring,

Online - Fall