

Business Administration

Course Number:	BUAD 116
Course Title:	MARKETING
Credits:	3
Calendar Description:	This course introduces students to the principles and practices of marketing and how they can be applied to organizations. Marketing processes are considered from consumer and business perspectives in a Canadian context. Topics include identifying needs, monitoring changes in the environment, managing products or services, distribution, promotion and pricing. <i>(also offered by Distance Education)</i>
Semester and Year:	Winter 2018
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	BUAD 210; 266; 272; 278; 289; 291; 292; 293; 297; 298; BUAD 330, 333; 334; 336; 340; 345; 360; 390
Final Exam:	Yes
Hours per week:	Administr.8 re69 306.53 329.93 209.69 09 3060 g0 G()TJET3e2(

