

CMR2 642. MARKETING PRINCIPLES AND

Credits: 3

Offered by: Global & Strategic Comm. (Graduate Studies)

This course is not offered this catalogue year.

Description

Examination of the different aspects of marketing operations: the marketing concept, analysis and research of market opportunities, and the planning, implementation, and control of the marketing program (product, promotion, distribution, and pricing). Focus is on the general market environment and Canadian marketing institutions.

- Restriction(s): Not open to students who have taken CMR2 542.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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