

# CMRK 200. FUNDAMENTALS OF MARKETING.

---

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

## Description

Fundamental theories and principles of strategic marketing. Role of the marketing professional in the corporate environment. Applications of marketing practices to new businesses. Development of a marketing plan.

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

[Launch Visual Schedule Builder](#)