

MGCR 352. PRINCIPLES OF MARKETING.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Summer 2025

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Description

Introduction to marketing principles, focusing on problem solving and decision making. Topics include: the marketing concept; marketing strategies; buyer behaviour; Canadian demographics; internal and external constraints; product; promotion; distribution; price. Lectures, text material and case studies.

- Continuing Education: requirement for the Institute of Internal Auditors, and the Canadian Institute of Management
- Section 061 (05-Jul-2011/18-Aug-2011)
- Continuing Studies: requirement for the Institute of Internal Auditors, and the Canadian Institute of Management

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