

MGCR 616. MARKETING.

Credits: 2

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

The course concentrates on what may be the most scarce resource for most corporations today - the customer. The course examines how organizations research what the customer wants and needs. The course also looks at the social and psychological backgrounds of consumer choice and looks at the methods for grouping consumers into segments according to the heterogeneity of their desires. The firm's response to consumers is then considered. First, the need satisfying item is considered - the product. Following this, the elements of the marketing mix, distribution, pricing and promotion, are considered.

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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