

MARKETING (MKT)**MKT 142. Marketing. 3 Credits.**

This course introduces the basic factors involved in implementing the "marketing concept" with emphasis on the four elements of the marketing mix: product planning, promotion, pricing, and distribution. Also covered are the societal, legal, economic, and competitive environments within which the modern marketing organization functions. Prerequisites: ENG 098, FYE 101, MAT 092, RDG 098, or placement.