

MKT 1137: Principles of Marketing

Description and evaluation of the ways in which goods and services are developed to meet customer and consumer needs and distributed for domestic and international consumption; economic, government, social, and other environmental forces in relation to the marketing function. **Not open to VSB students; 5 seats for CPS students.

Credits: 3.0

Prerequisites:

ECO 1001

SBI 2005

ECO 1001 or SBI 2005

Program: [Marketing](#)