

MGMT-205 : Marketing Principles

Formerly known as Marketing and Promoting Food ... An examination of the principles of pricing, placing, product development and enhancement, market planning, target marketing, and purchasing. Topics will include forecasting, market research, competitive analysis, market segmentation, and promotional mix as they affect marketing food, restaurants, and services. The challenges and opportunities of advertising, public relations, sales promotion, and personal selling will also be covered. Students will develop a specific marketing plan as well as analyze the current merchandising plans for food products and services used in the United States.

Credits 3