

# MKT2010 : Principles of Marketing

This is an introductory course in the primary activities and practices of domestic and global marketing. It provides an overview of the marketing environment, consumer behavior, market segmentation and target marketing, branding, the distribution of goods and services, the pricing system, promotional and communication activities, and new product development.

**Credits** 4.0

**Prerequisites**

[BUS1101: Introduction to Business](#)

**Corequisites**

None