## BUSI 204: Principles of Marketing

This course embraces the fundamental marketing concepts reflecting the key knowledge and skills required by today's business professionals and managers. The course is designed to expose students to theoretical framework, principles, and the practical application of marketing practices and tools in the management decision-making process. Specifically, the course is concerned with development of students' marketing decision-making skills, communication effectiveness, and research methodology, and so forth.

**Core Course**