Marketing (MKT) MKT 3301 Principles of Marketing 3 SCH Prerequisites: ACC 2302, ECO 2302; or ACC 2301, EGR 2302 (SSE); or ACC 2301, ECO 2302 (SHSS) 3 lecture hours This course gives an outline of common marketing concepts and models with the purpose of developing responsive marketing strategies that meet customers need. The course also focuses on the use of marketing in organizations and society. Topics include marketing environment, consumer behavior, marketing research, segmentation, international/ global marketing with relevance to cultural diversity and ethics.