

Provider:

Ivy Tech Community College

Course Code:

5914

Content Area:

CTE: Business, Marketing, Information Technology, Entrepreneurship

Course Delivery:

Online

Enrollment Type:

Non Continuous

Enrollment Deadline:

August 9, 2024

Course Description:

Introduces environmental analysis, marketing research, consumer behavior, segmenting, targeting, positioning, branding, product management, price strategy, supply chain management, integrated marketing communications, and market analytics and control. Develop a basic marketing plan.

Credit:

3

Credit Type:

Dual Enrollment

NCAA Approved:

Yes

Contact:

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Cost:

\$589.14 (Prices are subject to change based on the approved Ivy Tech course fee costs.)

Indiana Course Title:

MKTG 101 Principles of Marketing