

# MARK 150

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## **MARK 150 Introduction to Marketing**

3 Credits

This course introduces learners to fundamental marketing principles and practices with a focus on analyzing marketing opportunities and decision-making in a marketing context. Marketing processes are considered from consumer and business perspectives. Learners will work collaboratively to create a marketing plan.

### **Prerequisites**

English Studies 12, English First Peoples 12 or equivalent, Recommended English Studies 12, English First Peoples 12 or equivalent. Recommended Foundations Math 11 or equivalent.

### **Transfer Credits**

Explore transfer credit opportunities by visiting the BC Transfer Guide (<http://www.bctransferguide.ca>)

