

# GMKT-500: Marketing Management

In this course, you will learn how businesses create value for customers. We will examine the process by which Marketing builds on a comprehensive understanding of buyer behavior to create value. You will learn the major elements of the marketing mix -- product policy, channels of distribution, communication, and pricing -- and see how they fit within different analytical frameworks that are useful to managers. This will enhance your understanding of how marketing works in the business world.

**Credits:** 3

**Program:** Marketing (GR)