EXECUTIVE AND SPECIAL PROGRAMS (ESP)

ESP 500. Review Module. 0 Credit Hours.
A non-credit review session to provide students with the skills necessary to prepare for the successful completion of the common body of knowledge courses.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

ESP 560. Fundamentals of Marketing. 3 Credit Hours.
Marketing problems experienced by top executives are examined. Fundamental problem-solving concepts are developed. Students consider problems of consumer needs, product planning, promotion, distribution, and pricing. The discovery and application of marketing management skills are developed through the use of cases and a major planning project.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.