

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

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UGBA 106 - MARKETING (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

The evolution of markets and marketing; market structure; marketing cost and efficiency; public and private regulation; the development of marketing programs including decisions involving products, price, promotional distribution.

PREREQUISITES

None

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

UC Berkeley Course Guide (<http://guide.berkeley.edu>)

COLLEGE OF CHEMISTRY PEER SERVICES

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