



COLLEGE OF GRADUATE STUDIES

Fall 2008 Graduate Course Schedule

Please note that courses are subject to change. REGISTER EARLY to reserve your space!
Please visit plymouth.edu/graduate/directions for directions to courses held off campus

Business

BU - Business

BU5700.KE CRN: 10109 MARKETING TECHNIQUES

Keene State College – Off Campus Location
3 Credits [Syllabus](#)

Craig Zamzow

czamzow@plymouth.edu

Please note that class will meet in room 154 in the Media Arts Center.

Tuesday 6PM – 9:30PM 9/16, 9/23, 9/30, 10/7, 10/14, 10/21, 10/28, 11/4, 11/11, 11/18

The objective of this course is to help students develop a broad understanding of marketing techniques, strategies and tactics employed by the marketing manager. This course will cover the use of the 'marketing mix' elements as they pertain to the planning and implementation of the marketing plan.