

# The Future is OPEN



MKT 300: Principles of  
Marketing

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MARKETING



This text provides a general overview of marketing principles. The text covers the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. The text includes analysis of the elements of the marketing environment such as government regulation, environmental protection, competition, and consumer behavior.

Dipali Buch

*Dipali Buch*  
Folsom Lake College

