

**Provider:**

Ivy Tech Community College

**Course Code:**

5914

**Content Area:**

CTE: Business, Marketing, Information Technology, Entrepreneurship

**Course Delivery:**

Online

**Enrollment Type:**

Non Continuous

**Enrollment Deadline:**

August 9, 2024

**Course Description:**

Introduces environmental analysis, marketing research, consumer behavior, segmenting, targeting, positioning, branding, product management, price strategy, supply chain management, integrated marketing communications, and market analytics and control. Develop a basic marketing plan.

**Credit:**

3

**Credit Type:**

Dual Enrollment

**NCAA Approved:**

Yes

**Contact:**

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(link sends e-mail)

**Cost:**

\$584.64 (Prices are subject to change based on the approved Ivy Tech course fee costs.)

**Indiana Course Title:**

MKTG 101 Principles of Marketing