ACADEMIC CATALOG
2026-2027



MIDWAY
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Midway University

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Course

MCO 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 0.0

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