ACADEMIC CATALOG
2026-2027



MIDWAY
UNIVERSITY

Midway University

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Course

MCO 380 - Equine Sales and Marketing

This course focuses on preparing and marketing horses for sale. Over the course of the term, students will be introduced to marketing strategy, planning, budgeting, research, product development, pricing, branding, public relations, catalog preparation and promotions, with applications specific to the equine industry. Students will also be exposed to differing approaches used by different breeds of equine.

Upon completion, students will be able to:

- Apply fundamental marketing concepts to the domain of the equine industry.
- Assess marketing issues, needs and opportunities.
- Develop marketing plans for equine specific situation.
- Research consumer behavior.

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

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