

## BUS 341 FUNDAMENTALS OF MARKETING (4)

Appointment Dates: January 6 to April 30, 2025 (subject to change)

Location: Burnaby (subject to change)

Day/Time: Tuesdays and Thursdays, 2:30-4:20pm

Closing Date: September 26, 2024

Salary Statement: This course will pay \$11,350 (or 5 contact hours, per the Sessional Instructor Wage Schedule)

### COURSE DESCRIPTION:

Provides an introduction to the field and practice of marketing. Takes an expansive approach and addresses how people,