



# BUS 444 BUSINESS TO BUSINESS MARKETING (3)

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

Location: Burnaby (subject to change)

9,534 (or 4 contact hours, per the Sessional Instructor Wage Schedule)

## COURSE DESCRIPTION:

This course deals with the marketing of products and services to industrial and other non-consumer sector buyers.