

Mktg 551: Marketing Policy and Strategy MARKETING

A course focusing on the integration and application of marketing knowledge. Marketing strategy and management are explored through the use of rigorous case studies, leading articles from the business press, and a hands-on marketing management computer simulation. Both analytical and creative thinking are emphasized.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 551
- Lecture: Compressed Video for Mktg 551

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- · International Marketing
- Marketing Research