

## Mktg 668: Advanced Marketing Readings I

A synthesis of the current and "classic" literature in marketing thought, including applications of managerial decision making to problems in marketing. 3 Credits

Instruction Type(s)

Lecture: Lecture for Mktg 668

## Subject Areas

<u>Marketing/Marketing Management, General</u>

## **Related Areas**

- International Marketing
- Marketing Research

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