

Mktg 762: Marketing Management

A comprehensive survey course studying managerial approaches to the making of marketing decisions. Substitution of another 600-level marketing course permitted for student with undergraduate majors/minors in marketing.

3 Credits

Instruction Type(s)Lecture: Lecture for Mktg 762

Lecture: Lecture for Mikig 76

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

