

## **Mktg 762: Marketing Management**

### **MARKETING**

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

### **Subject Areas**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

