

Mktg 488: Retail Strategy **Marketing**

An evolutionary perspective on optimal usage of the marketing mix. Focus is on how changes in economic, demographic, and technological factors induce (1) alterations in consumers' store choice and product-choice decisions and (2) modifications in the nature and scope of competition.

3 Credits

Prerequisites

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

Instruction Type(s)

- Seminar: Seminar for Mktg 488
- Seminar: Compressed Video for Mktg 488
- Seminar: Study Abroad for Mktg 488

Subject Areas

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

Related Areas

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

