

## **Mktg 451: 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 451
- Lecture: Compressed Video for Mktg 451
- Lecture: Web-based Lecture for Mktg 451

### **Subject Areas**

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

### **Related Areas**

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

