

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](#)

