

# Mktg 360: Excel for Marketing Marketing, Analytics & Prof Sales

The applied analysis of strategic marketing issues with an emphasis on developing students' Excel capabilities.

3 Credits

### **Prerequisites**

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

## **Instruction Type(s)**

• Lecture: Lecture for Mktg 360

#### **Subject Areas**

Marketing/Marketing Management, General

#### **Related Areas**

- International Marketing
- Marketing Research

