

Mktg 668: Advanced Marketing Readings I Marketing, Analytics & Prof Sales

A synthesis of the current and "classic" literature in marketing thought, including applications of managerial decision making to problems in marketing. 3 Credits

Instruction Type(s)

• Lecture: Lecture for Mktg 668

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- <u>Marketing Research</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

