

# Mktg 488: Value Creation Using Machine Strategy Marketing, Analytics & Prof Sales

Survey of techniques and processes involved in the transfer of labor from humans to machines in sales and marketing environments. 3 Credits

## Prerequisites

- <u>Mktg 351: Marketing Principles</u> (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours
- Pre-Requisite Econ 302 OR Bus 302

#### Instruction Type(s)

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

### **Subject Areas**

• Marketing/Marketing Management, General

#### **Related Areas**

- International Marketing
- Marketing Research

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