

# **MBA 623: Strategic Marketing Management**

## **School of Business Administration**

A rigorous overview of business models and issues that change as products or services evolve through a life cycle. Emphasizes the interrelated view of functional areas within organizations as a foundation for the core skills courses.

Laptop is required.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for MBA 623
- Lecture: Compressed Video for MBA 623
- Lecture: Web-based lecture for MBA 623
- Lecture: WEB PMBA for MBA 623
- Lecture: Online Program for MBA 623

### **Subject Areas**

- [Business Administration and Management, General](#)

### **Related Areas**

- [Business/Managerial Operations, Other](#)
- [Logistics, Materials, and Supply Chain Management](#)
- [Operations Management and Supervision](#)
- [Project Management](#)

