

Mktg 356: Legal, Social & Ethical Issues in Mktg

This course focuses on various external issues and constraints that often impact upon a marketing manager's decisions yet are typically beyond the manager's control. Specifically, it addresses the legal/regulatory issues that impact marketing and both historical as well as contemporary social, ethical, and institutional factors.

3 Credits

Prerequisites

• Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.

• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture: Lecture for Mktg 356

• Lecture: Compressed Video for Mktg 356

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

