Mktg 356: Legal, Social & Ethical Issues in Mktg

Marketing

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

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