Mktg 451: Marketing Policy and Strategy

Marketing

A course focusing on the integration and application of marketing knowledge. Marketing strategy and management are explored through the use of rigorous case studies, leading articles from the business press, and a hands-on marketing management computer simulation. Both analytical and creative thinking are emphasized.

Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 451
- Lecture: Compressed Video for Mktg 451

Subject Areas

- Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research