Mktg 488: Value Creation Using Machine Strategy

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

3 Credits

Prerequisites
- Mktg 351: Marketing Principles (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

Subject Areas
- Marketing/Marketing Management, General

Related Areas
- International Marketing
- Marketing Research