MBA 623: Strategic Marketing Management

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