

## **Mktg 488: Retail Strategy**

### **MARKETING**

An evolutionary perspective on optimal usage of the marketing mix. Focus is on how changes in economic, demographic, and technological factors induce (1) alterations in consumers' store choice and product-choice decisions and (2) modifications in the nature and scope of competition.

3 Credits

### **Prerequisites**

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

### **Instruction Type(s)**

- Seminar: Seminar for Mktg 488
- Seminar: Compressed Video for Mktg 488

### **Subject Areas**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

