

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](#)

