

## Mktg 764: Seminar in Marketing/Business Ethics

### MARKETING

The focus of this course is to provide a critical review of selected literature in different topic areas in marketing/business ethics. The course is designed to help you become conversant in the classical and contemporary literature as well as major streams of thought in marketing/business ethics.

3 Credits

### Prerequisites

- Pre-requisite: PhD in Marketing

### Instruction Type(s)

- Seminar: Seminar for Mktg 764

### Subject Areas

- [Marketing Research](#)

### Related Areas

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

