

Mktg 668: Advanced Marketing Readings I

MARKETING

A synthesis of the current and "classic" literature in marketing thought, including applications of managerial decision making to problems in marketing.

3 Credits

Instruction Type(s)

- Lecture: Lecture for Mktg 668

Subject Areas

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

Related Areas

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

