

## Mktg 669: Theoretical Foundations of 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)

• Seminar: Seminar for Mktg 669

## **Subject Areas**

<u>Marketing Research</u>

## **Related Areas**

- International Marketing
- <u>Marketing/Marketing Management, General</u>

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