

## **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](#)

