

Mktg 451: Marketing Policy and Strategy

MARKETING

A course focusing on the integration and application of marketing knowledge. Marketing strategy and management are explored through the use of rigorous case studies, leading articles from the business press, and a hands-on marketing management computer simulation. Both analytical and creative thinking are emphasized.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 451
- Lecture: Compressed Video for Mktg 451

Subject Areas

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

Related Areas

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

