

## Mktg 762: Marketing Management MARKETING

A comprehensive survey course studying managerial approaches to the making of marketing decisions. Substitution of another 600-level marketing course permitted for student with undergraduate majors/minors in marketing.

## Instruction Type(s)

• Lecture: Lecture for Mktg 762

## Subject Areas

• Marketing/Marketing Management, General

## Related Areas

- International Marketing
- Marketing Research

