

Mktg 451: Marketing Policy and Strategy

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

- <u>Mktg 351: Marketing Principles</u> (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
- <u>Marketing Research</u>

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