

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](#)

