

# Mktg 488: Retail Strategy

## MARKETING

An evolutionary perspective on optimal usage of the marketing mix. Focus is on how changes in economic, demographic, and technological factors induce (1) alterations in consumers' store choice and product-choice decisions and (2) modifications in the nature and scope of competition.

3 Credits

### Prerequisites

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

### Instruction Type(s)

- Seminar: Seminar for Mktg 488
- Seminar: Compressed Video for Mktg 488
- Seminar: Study Abroad for Mktg 488

### Subject Areas

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

### Related Areas

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

