

## MBA 623: Strategic Marketing Management

A rigorous overview of business models and issues that change as products or services evolve through a life cycle. Emphasizes the interrelated view of functional areas within organizations as a foundation for the core skills courses.

Laptop is required. 3 Credits

## Instruction Type(s)

- Lecture: Lecture for MBA 623
- Lecture: Compressed Video for MBA 623
- Lecture: Web-based lecture for MBA 623
- Lecture: WEB PMBA for MBA 623
- Lecture: Online Program for MBA 623

## **Subject Areas**

Business Administration and Management, General

## **Related Areas**

- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- Operations Management and Supervision
- Project Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

