

Mktg 356: Legal, Social & Ethical Issues in Mktg

MARKETING

This course focuses on various external issues and constraints that often impact upon a marketing manager's decisions yet are typically beyond the manager's control. Specifically, it addresses the legal/regulatory issues that impact marketing and both historical as well as contemporary social, ethical, and institutional factors.

3 Credits

Prerequisites

- Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 356
- Lecture: Compressed Video for Mktg 356

Subject Areas

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

Related Areas

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

