

## **Mktg 769: Theoretical Foundations of Marketing**

### **Marketing**

A synthesis of the current and "classic" literature in marketing thought, including applications of managerial decision making to problems in marketing.

3 Credits

### **Instruction Type(s)**

- Seminar: Seminar for Mktg 769

### **Subject Areas**

- [Marketing Research](#)

### **Related Areas**

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

