

## 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](#)

