

Mktg 451: Marketing Policy and Strategy

A course focusing on the integration and application of marketing knowledge. Marketing strategy and management are explored through the use of rigorous case studies, leading articles from the business press, and a hands-on marketing management computer simulation. Both analytical and creative thinking are emphasized.

3 Credits

Prerequisites

• Mktg 351: Marketing Principles (Minimum grade: C)

• Pre-Requisite: 24 Earned Hours

Instruction Type(s)

• Lecture: Lecture for Mktg 451

Lecture: Compressed Video for Mktg 451Lecture: Web-based Lecture for Mktg 451

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

