

## Mktg 488: Value Creation Using Machine Strategy

Survey of techniques and processes involved in the transfer of labor from humans to machines in sales and marketing environments. 3 Credits

## Prerequisites

- Mktg 351: Marketing Principles (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours
- Pre-Requisite Econ 302 OR Bus 302

## Instruction Type(s)

- Seminar: Seminar for Mktg 488
- Seminar: Compressed Video for Mktg 488
- Seminar: Study Abroad for Mktg 488
- Seminar: Web-based Seminar for Mktg 488

## **Subject Areas**

- <u>Marketing/Marketing Management, General</u>
- **Related Areas**
- International Marketing
- <u>Marketing Research</u>

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