

# 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 451
- Lecture: Web-based Lecture for Mktg 451

### **Subject Areas**

Marketing/Marketing Management, General

## **Related Areas**

- International Marketing
- Marketing Research

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