

Mktg 495: Marketing and Sales Consultancy

Application of marketing and sales strategy to a real-world problem presented by an actual organization. Students work together as a marketing consulting team to help resolve a current marketing issue. The teams work under the direction of a faculty adviser who guides their work and serves as a resource for the team. By participating in the course, students get hands-on experience in tools aimed at identifying and describing marketing problems/opportunities, using ideation and design thinking tools to develop creative ideas, and applying marketing mix elements in implementing the proposed plan. 3 Credits

Prerequisites

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

Instruction Type(s)

Lecture: Lecture for Mktg 495

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- <u>Marketing Research</u>

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