

Mktg 668: Advanced Marketing Readings I 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)

• Lecture: Lecture for Mktg 668

Subject Areas

<u>Marketing/Marketing Management, General</u>

Related Areas

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

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