

# Mktg 488: Value Creation Using Machine Strategy Marketing, Analytics & Prof Sales

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

• Marketing/Marketing Management, General

#### Related Areas

- International Marketing
- Marketing Research