

## Mktg 769: Theoretical Foundations of Marketing Marketing, Analytics & Prof Sales

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)

• Seminar: Seminar for Mktg 769

## Subject Areas

<u>Marketing Research</u>

## **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

