

Mktg 764: Seminar in Marketing/Business Ethics Marketing, Analytics & Prof Sales

The focus of this course is to provide a critical review of selected literature in different topic areas in marketing/business ethics. The course is designed to help you become conversant in the classical and contemporary literature as well as major streams of thought in marketing/business ethics.

3 Credits

Prerequisites

• Pre-requisite: PhD in Marketing

Instruction Type(s)

• Seminar: Seminar for Mktg 764

Subject Areas

• Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

