

## Mktg 668: Advanced Marketing Readings I 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)

• Lecture: Lecture for Mktg 668

## **Subject Areas**

• Marketing/Marketing Management, General

## **Related Areas**

- International Marketing
- Marketing Research



questions about the accreditation.

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,