

Mktg 762: Marketing Management Marketing, Analytics & Prof Sales

A comprehensive survey course studying managerial approaches to the making of marketing decisions. Substitution of another 600-level marketing course permitted for student with undergraduate majors/minors in marketing.

Instruction Type(s)

• Lecture: Lecture for Mktg 762

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research



