

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

- [Marketing Research](#)

Related Areas

- [International Marketing](#)
- [Marketing/Marketing Management, General](#)

