

Mktg 488: Value Creation Using Machine Strategy Marketing, Analytics & Prof Sales

Survey of techniques and processes involved in the transfer of labor from humans to machines in sales and marketing environments. 3 Credits

Prerequisites

• Pre-requisite: 54 Earned Hours.

Instruction Type(s)

- Seminar: Seminar for Mktg 488
- Seminar: Compressed Video for Mktg 488
- Seminar: Study Abroad for Mktg 488
- Seminar: Web-based Seminar for Mktg 488

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

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