

# 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](#)

