

# MBA 623: Strategic Marketing Management

## School of Business Administration

A rigorous overview of business models and issues that change as products or services evolve through a life cycle. Emphasizes the interrelated view of functional areas within organizations as a foundation for the core skills courses.

Laptop is required.

3 Credits

### Instruction Type(s)

- Lecture: Lecture for MBA 623
- Lecture: Compressed Video for MBA 623
- Lecture: Web-based lecture for MBA 623
- Lecture: WEB PMBA for MBA 623
- Lecture: Online Program for MBA 623

### Subject Areas

- [Business Administration and Management, General](#)

### Related Areas

- [Business/Managerial Operations, Other](#)
- [Logistics, Materials, and Supply Chain Management](#)
- [Operations Management and Supervision](#)
- [Project Management](#)

