

## Mktg 360: Excel for Marketing Marketing, Analytics & Prof Sales

The applied analysis of strategic marketing issues with an emphasis on developing students' Excel capabilities.

3 Credits

# Prerequisites

• Pre-requisite: Minimum grade of C in Mktg 351 or GB 350.

## Instruction Type(s)

- Lecture: Lecture for Mktg 360
- Lecture: Compressed Video for Mktg 360

#### **Subject Areas**

• Marketing/Marketing Management, General

#### **Related Areas**

- International Marketing
- <u>Marketing Research</u>

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