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
- Marketing Research

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