# Mktg 668: Advanced Marketing Readings I

## Marketing, Analytics & Prof Sales

A synthesis of the current and “classic” literature in marketing thought, including applications of managerial decision making to problems in marketing.

3 Credits

## Instruction Type(s)

- Lecture: Lecture for Mktg 668

## Subject Areas

- Marketing/Marketing Management, General

## Related Areas

- International Marketing
- Marketing Research

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