

## Mktg 769: Theoretical Foundations of Marketing 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)

· Seminar: Seminar for Mktg 769

## **Subject Areas**

Marketing Research

## **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

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