

Marketing (MKTG)

Courses

MKTG 624. Research Methods. 3 Credits.

Techniques of obtaining and analyzing information about business problems; obtaining and interpreting data from primary and secondary sources for business decisions.

Spring.

MKTG 745. Business and Marketing Strategy. 3 Credits.

The characteristics and management of markets are described in topics that include the business and marketing environment, components of the strategic marketing mix, market segmentation, planning and responding to competitors' strategies.

P: graduate status

Spring.