MKT6350 - Competitive Marketing Strategy

MKT 6350 Competitive Marketing Strategy (3 semester credit hours) Students learn how firms develop their marketing strategy to compete effectively in different situations. Using game theory principles, they will be exposed to competitive strategies in new emerging markets, mature markets, and on the Internet. Prerequisite: MKT 6301 or instructor consent required. (3-0) T (2016-03-17 11:25:12)