MKT4380 - Capstone Course in Marketing

MKT 4380 Capstone Course in Marketing (3 semester credit hours) C3 Certified. Students (in teams) are expected to make marketing decisions and compete with other teams to achieve superior performance in terms of market share, profitability and stock price. The course will use marketing simulation to teach practical decision making. Students will make decisions regarding new product specifications, price, production, sales force, and advertising as in a real life situation. This course integrates the strategic and the tactical aspects of marketing. Prerequisites: MKT 3320 and MKT 3330 and MKT 3340 and ITSS 3300 and FIN 3320. (3-0) Y