MKT 4321 - Marketing Strategy

This course provides an overview of how strategy is developed in marketing. This course emphasizes the integration of knowledge from previous marketing courses and related disciplines. Topics include planning and development of policies, implementation and evaluation of the entire marketing strategy. Case analyses are employed to also understand how to monitor and respond to competition. Prerequisites: MKT 3300 and (MATH 1325 or MATH 2413 or MATH 2417). (3-0) Y