MKT 4380 - Capstone Course in Marketing

MKT 4380 Capstone Course in Marketing (3 semester credit hours) Students are expected to learn how to make comprehensive marketing decisions via case analysis method. Also, students will either develop a marketing plan for a client organization or use a marketing simulation to learn how to make and implement comprehensive marketing decisions associated with socially responsible product, promotions, pricing, and channel distribution practices. The course integrates the strategic and tactical aspects of marketing while identifying ethical marketing practices. Prerequisites: MKT 3330 and MKT 4330. Prerequisites or Corequisites: FIN 3320 and MKT 3340. (3-0) Y