MKT6339 - Capstone Marketing Decision Making

MKT 6339 Capstone Marketing Decision Making (3 semester credit hours) This is a simulation based course where students form groups and compete for market share, profits, and stock price in a competitive fictional market. Teams make tactical decisions about production quantity, price, advertising, sales force allocation and develop new product specifications to compete with other teams for different segments in the marketplace. The course provides a hands-on experience in marketing decision-making and allows students to integrate the knowledge they learned to make more effective decisions. Prerequisite: MKT 630 1. (3-0) Y