MKT3331 - Principles of Category Management

MKT 3331 Principles of Category Management (3 semester credit hours) In this course, students receive instruction on identifying the business development focus of category management. Our corporate partners contribute to this class by coming into our classrooms and providing for store visits. Our technology partners provide students with access to their services. In this course, students develop an understanding of industry history, terminology, and the business acumen necessary to take upper-level classes in the Consumer Packaged Goods (CPG) industry. Prerequisite: MKT 3330. (3-0) Y