

MARKETING (MKT)

MKT 605 Strategic Marketing Credits: 3

Typically Offered: Fall, Spring.

Course Description: Examines the extension of corporate mission, image, and goals into the marketing arena. Utilization of marketing principles and advanced techniques in the development of marketing strategies and policies. Discussions of marketing concepts and their applications to marketing cases. This course does not count toward MBA requirements.

Prerequisite(s): Graduate standing.

MKT 633 Applied Strategic Marketing Credits: 3

Typically Offered: Spring.

Course Description: A strategic approach to a firm's activities from the point of view of the marketing function. This course focuses on traditional and contemporary strategic marketing concepts in a dynamic business environment.