

MARKETING (MRKT)

MRKT-570 Marketing Concepts and Applications 2 Credits

Corequisites: MGMT-550

Prerequisites: None

An overview of consumer marketing's role in business is provided in this course. Marketing Concepts and Applications are integrated into a marketing discipline that enables students to become effectively engaged in consumer to customer product and service related endeavors.

Lecture: 2, Lab 0, Other 0

MRKT-679 Marketing Management 4 Credits

Prerequisites: MRKT-570

An overview of marketing's role in connecting businesses to other businesses is provided in this course. While this course will cover the basic Business Management topics, a special emphasis is placed on the best practices in market relationship management, supply chain management, and strategy development. Cases will be used throughout the course to illustrate various concepts and issues.

Lecture: 4, Lab 0, Other 0