

CMR2 691. MARKETING STRATEGY.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Development of a complete strategic marketing plan including the allocation of resources. Formulation of a marketing strategy for real-world cases.

- Prerequisite(s): Departmental approval required.
- Restriction(s): Not open to students who have taken CMR2 570.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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