

CMRK 430. MARKETING APPLICATIONS.

Credits: 3

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

Terms offered: Summer 2025

[View offerings for Summer 2025 in Visual Schedule Builder.](#)

Description

Integrative, capstone course: cultivating skills and techniques required for effective marketing planning. Application of theories and skills learned in previous courses. Situational analysis and problem-solving skills. Cases and marketing simulation.

- Prerequisites: CMRK 200, CMRK 225, CMRK 235, CMRK 320, CMRK 321, CMRK 322, CMRK 325, CPRL 221 and (CMRK 230 or CGMG 318)

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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