

MGCR 638. MARKETING MANAGEMENT.

Credits: 1.5

Offered by: Management (Graduate Studies)

Terms offered: Fall 2025

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

Description

A comprehensive overview of the fundamental principles of marketing. The primary focus is on understanding customers and creating value by offering solutions to their problems that can be branded, communicated and distributed using an omnichannel approach. Appreciate the importance of marketing for business, marketing and ESG adoption and for designing winning marketing plans for organizations.

- ****Due to the intensive nature of this course, the standard add/drop and withdrawal deadlines do not apply. Add/drop is the second lecture day and withdrawal is the fourth lecture day.**
- **Restriction: Open only to M.B.A. students.**

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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