

# MRKT 351. MARKETING AND SOCIETY.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Winter 2026

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

## Description

The social issues and concerns affecting marketing management are examined and the two way relationship between marketing and social change is explored. Particular attention is paid to consumerism, government regulation in marketing, corporate social responsibility, social marketing and marketing role in a conserve society.

- Prerequisite: MGCR 352

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

[Launch Visual Schedule Builder](#)