

MRKT 354. MARKETING STRATEGY.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

Description

Designing marketing strategies that satisfy customer needs while accounting for competitive dynamics. The course combines readings with competitive simulation and in-class exercises to demonstrate the results of different marketing strategies.

- Prerequisite: MGCR 352
- Restrictions: Open to U2 and U3 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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