

MRKT 357. MARKETING PLANNING 1.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Winter 2026

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

Description

Structured approach to developing a marketing plan, proceeding from corporate mission and objectives through to detailed marketing mix programs.

- Restriction: Management: U3 students only
- Prerequisite(s): 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](#)