

MRKT 652. COMPETITIVE MARKETING STRATEGY.

Credits: 3

Offered by: Management (Graduate Studies)

Terms offered: Winter 2026

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

Description

Analyzing marketing actions from a competitive perspective and designing marketing strategies following a customer-centric philosophy. It combines case study methodology with competitive simulations to deliver a high-impact experience that demonstrate the results of marketing actions in different competitive scenarios.

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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