MRKT 655. MARKETING PLANNING.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

The design and implementation of marketing plans. Emphasis on management decision- making; approaches and techniques for formulating marketing objectives; identifying alternate strategies; preparing the marketing plan; implementing and controlling the plan.

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 (https://vsb.mcgill.ca/vsb/criteria.jsp)