

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.

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