

MRKT 657. CUSTOMER INSIGHTS.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Frameworks, concepts, and tools for gaining insights into customers, and using these insights to develop effective marketing programs.

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](#)