

MRKT 657D1. CUSTOMER INSIGHTS.

Credits: 1.5

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.

- Students must register for both MRKT 657D1 and MRKT 657D2
- No credit will be given for this course unless both MRKT 657D1 and MRKT 657D2 are successfully completed in consecutive terms
- MRKT 657D1 and MRKT 657D2 together are equivalent to MRKT 657

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](#)