

MRKT 658. MARKETING INTELLIGENCE.

Credits: 3

Offered by: Management (Graduate Studies)

Terms offered: Summer 2025

[View offerings for Summer 2025 in Visual Schedule Builder.](#)

Description

Marketing intelligence is essential for maximizing returns on marketing investments. This course covers the cutting edge techniques and tools available for generating marketing intelligence and provides practice on how to leverage this knowledge to make effective marketing decisions. Lectures and case study format is followed.

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](#)