MRKT 710. TOPICS IN MARKETING STRATEGY.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Students will examine the prevailing theories and methodologies in marketing strategy research, discuss their foundations, and explore their extensions for future research. After taking the course, students will be able to recognize state-of-the-art research in marketing strategy and formulate research proposals that contribute new knowledge to the area.

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)