

MBA 672 : Marketing Strategy

The objectives of this course are two-fold: first, to subordinate marketing to the overall interests of the firm; and second, to present a practical framework that links corporate objectives and strategies to master marketing objectives and strategies, and then to objectives and programs for individual marketing activities. The ways by which marketing can contribute to the achievement of corporate objectives consistent with corporate strategies and with the strengths and limitations of other functional areas of the business are examined.

Prerequisite Courses

MBA 576

Advising Note

Take MBA-576;