

# MBA 6320 : Marketing Strategy

This course presents a graduate level overview of marketing principles from a strategic perspective. Topics include positioning, market intelligence, consumer behavior, marketing mix, ethics and social issues. Lectures, cases, presentations and teamwork reinforce the concepts.

**Credits** 3

**Course ID**

002042

**Requisites**

[MBA 6320](#) Pre/Corequisite: [MBA 6307](#)

**Semester Offered**

Offered as needed