

MBA 6333 : Seminar in Marketing

The purpose of the course is to introduce the student to methods of integrating marketing strategy and research for the purpose of developing an original marketing plan. Topics include the analysis of secondary market research, competitive strategy, buyer behavior, and the marketing mix. Students participate in simulation, group work, presentations and experiential assignments.

Credits 3

Course ID

002053

Requisites

[MBA 6333](#) Prerequisite: [MBA 6320](#)