

MSB 6315 : Strategic Marketing in the Digital Age

Explores managerial policies, strategies, and decisions regarding products/services, pricing, promotions, and distribution. The course will follow the path of an integrated marketing plan from the identification of a business problem through research, idealization, development, execution and finally measurement. Digital marketing will have an heavy emphases . Through every phase of the course students will examine the impact on the human person and society.

Credits 3

Course ID

008926