

XMKT-500: Marketing Strategy

This course covers the theory and practices related to the management of the marketing function in business organizations. It examines how the marketing function interfaces with other business functions while emphasizing the planning and implementation activities required to attain marketing goals for the organization. Topics covered include the analysis of marketing opportunities, researching and selecting target markets, developing marketing strategies, operating in the international market, and planning and controlling marketing programs.

Credits: 3

Program: Marketing (EMBA)