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Revised:

Date of Previous Revision: **2004-09**

Date of Current Revision: **2004-12**

E: n

C:

MARK 4440

D:

Marketing Management

analysis and solution of business problems. special attention to strategic planning

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. integrate all phases of marketing into a strategic planning focus;
2. demonstrate a problem-solving approach to marketing problems;
3. apply oral and written skills in case presentations.