

MKT 400 : Marketing for a Digital Age

Examines how startup and small/medium companies reach the marketplace and sustain their businesses within highly competitive industries. Recognizes the need of management to operate flexibly, making maximum effective use of scarce resources in terms of people, equipment, funds, and the opportunities that exist within new and established market niches.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Prerequisites

MKT 300 with grade C or better, or consent.