

— H —

Revised:

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

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

E: n

C: **MARK 4440**

D:

**Marketing Management**

alysis 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.