

## **MG 321 - Marketing Strategies**

3 Credit Hours

This course studies marketing as a general management responsibility that helps the student create, capture, and sustain customer value. The focus of this course is on the business unit and its network of channels to develop knowledge and skills for the application of advanced marketing frameworks, concepts, and methods for making strategic choices at the business level for customer relationships.

### **Prerequisites**

[MG 113](#)