

Course Description – Curriculum 2013

Subject: MK411 Marketing Analysis and Decision-Making

Credits: 3

Prerequisite: MK311 and BA204

Description: An integrated approach to studying the scope, characteristics, and process of important marketing decisions in competitive and rapidly changing business environments. Students will learn concepts and tools useful for marketing decision-making and practice how to use them to analyze data from inside and outside the organization in order to design and deliver insightful reports or presentations that fit with different marketing management positions and situations.