

Course Description – Curriculum 2013

Subject: MK412 Marketing Strategy

Credits: 3

Prerequisite: MK major and 4th-year student status and MK312

Description: The course builds the skills and experiences of the students by focusing on analyzing and criticizing the marketing strategy used in a real business practice. The content also emphasizes the process of marketing strategy development, implementation, and evaluation by using case study and simulation games in marketing to integrate knowledge and techniques in marketing strategy.