

# Course Description – Curriculum 2018

**Subject:** MK423 Marketing Strategy

**Credits:** 3

**Prerequisite:** Marketing major, forth-year student status and MK312

**Description:** An intensive capstone course, using marketing simulation to provide experience in strategic decision making. It addresses marketing decision process at a strategic level including marketing goals and objectives, segmentation, targeting and positioning, new product development and market entry, as well as management of the marketing budget.