

Course Schedule - Fall 2005

Business Administration

521 **Marketing Strategy** Credit: 4 hours.

(B ADM 421) Formal analysis of strategy drawing on concepts from the theory of games, decision theory, value theory, and information theory; topics cover elements of game models, classes of decision problems, games against nature, modern utility theory, information theory, group decision making, statistical decision theory, and linear and nonlinear optimization.

CRN	Type	Section	Time	Days	Location	Instructor
29679	lecture-discussion	A	06:00 PM - 08:50 PM	W	room 241 Wohlers Hall	Carroll, S; Ghosh, A