

Course Schedule - Spring 2007

Business Administration

420 ***Advanced Marketing Management*** Credit: 3 hours.

Integrative study of methods and models for marketing decision-making; emphasizes the application of analytical tools and behavioral and quantitative models to marketing decision-making. Uses lectures, case studies and simulation exercises. 3 undergraduate hours. Prerequisite: BADM 322 and BADM 325

CRN	Type	Section	Time	Days	Location	Instructor
43943	lecture-discussion	A	02:30 PM - 03:50 PM	TR	room 245 Wohlers Hall	Alexandre, M