

Course Schedule - Spring 2007

Business Administration

534 **Marketing Theory and Systems** Credit: 2 hours.

Detailed review of approaches to marketing theory. Specific emphasis on understanding the development of marketing theory and current trends in marketing thought. By a comprehensive review of selected literature, the student will be prepared to interpret and conduct research in marketing. Prerequisite: Ph.D. standing in BADM or consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
39050	lecture-discussion	A	01:00 PM - 03:50 PM	R	room 126 Wohlers Hall	Otnes, C
39050: Meets 12-Mar-07 - 02-May-07.						
39050: 2 hours Meets March 12 - May 2, 2007. (2 hours)						