

# MKT 2375: Marketing Management

Analytic procedures to understand and integrate effective policies applied to demand, product research, channel selection and development, promotion, and pricing on both domestic and international levels; concentration on decision making. No VSB Minors allowed.

**Credits:** 3.0

**Prerequisites:**

VSB 2008

VSB 2020

VSB 3006

VSB 2014

VSB 2008 and VSB 2020 and (VSB 3006 :Y or VSB 2014 :Y)

**Program:** [Marketing](#)