

MKTG 390: Special Topics in Marketing

Center on how brands use culture to market products and interact with consumers. Learn how the use of stereotypes in the early 1900s to the integration of hip-hop partnerships in the 2000s creates a longstanding, complex history of African American culture being infused within marketing of major corporations. Directly apply concepts of brand management, marketing research, consumer behavior, and marketing strategy to real-world cultural and corporate experiences.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c), B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS