

Instructor: Prof. B.Grohmann

ADMI 831- MARKETING

Topic: Meaning /Management/ Brands

Notes: This is a combined section class Fall 2018

COURSE DESCRIPTION

This Ph.D. seminar in marketing is designed to familiarize students with theoretical and basic methodological knowledge necessary to conduct marketing research in a retailing context and is targeted toward Ph.D students who seek exposure to core knowledge and recent empirical findings pertaining to various substantive areas in retailing.