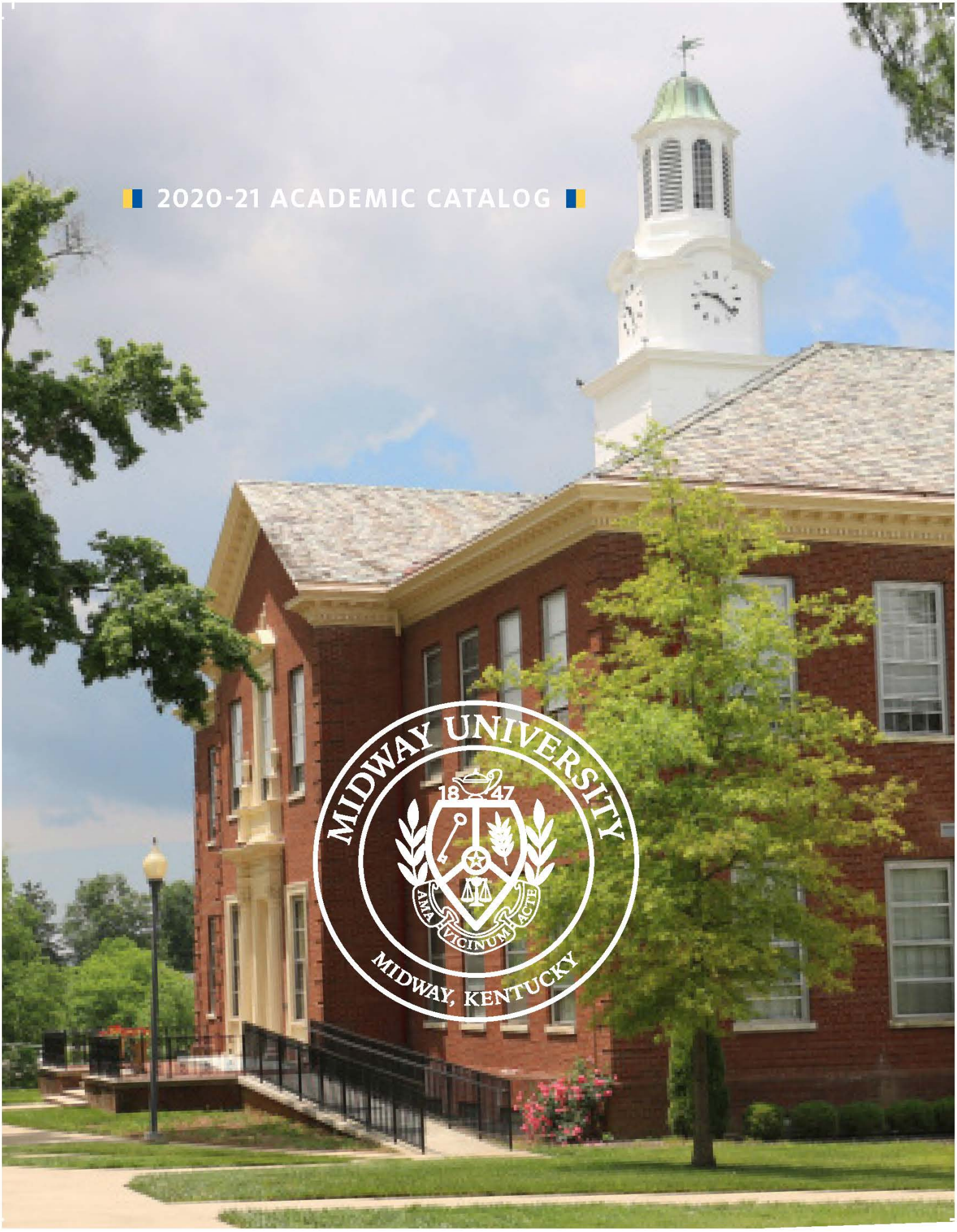
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Midway University

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Course

BUSM 600 - Strategic Marketing Management

This course demonstrates differences between a product-oriented organization, a sales- oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an ‘outside-in’ rather than an ‘inside-out’ approach.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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