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A SURVEY OF UNDERGRADUATE MARKETING PROGRAMS: AN EMPIRICAL ANALYSIS OF KNOWLEDGE AREAS AND METASKILLS

ABSTRACT

Scholars suggest that the dynamic nature of marketing has put both the marketing profession and marketing education at a crossroads. This study is an analysis of marketing programs by conceptual knowledge and metaskills. In a content analysis of course descriptions for 523 undergraduate marketing courses in Canada from 40 universities, the researchers identify several important trends for marketing educators to consider. This includes classifying the current structure and content of these programs by knowledge area and metaskills, which can offer marketing educators additional insight into these programs.

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