MARKETING

Overview
Academics & Admissions
Programs
Courses
Faculty

Courses
- Mgmt 677: Integer and Nonlinear Optimization
- Mktg 351: Marketing Principles
- Mktg 353: Advertising and Promotion
- Mktg 354: Professional Selling & Relationship Mktg
- Mktg 356: Legal, Social & Ethical Issues in Mktg
- Mktg 358: Services Marketing
- Mktg 361: Introduction to Retailing
- Mktg 367: Consumer Behavior
- Mktg 372: Intro. to Operations & Supply Chain Mgmt
- Mktg 380: Topics in Marketing Abroad
- Mktg 451: Marketing Policy and Strategy
- Mktg 452: Global Marketing
- Mktg 458: Sales Management
- Mktg 462: Distribution and Logistics Management
- Mktg 465: Advanced Campaign Planning
- Mktg 477: Oper. & Supply Chain Planning/Control
- Mktg 488: Retail Strategy
- Mktg 494: Pharmaceutical Economics
- Mktg 495: Techniques of Pharmaceutical Sales
- Mktg 496: Principles of Pharmaceutical Marketing
- Mktg 525: Marketing Research
- Mktg 620: Advanced Directed Study
- Mktg 660: Applied Multivariate Statistics
- Mktg 661: Research Seminar: Methodology I
- Mktg 664: Methodology II—Measurement & Scaling
- Mktg 665: Causal Modeling in Marketing
- Mktg 666: Advanced Marketing Research Methods
- Mktg 668: Advanced Marketing Readings I
- Mktg 671: Preparing Research Proposals
- Mktg 672: Buyer Behavior and E-Commerce Strategies
- Mktg 695: Special Topics in Marketing
- Mktg 697: Thesis
- Mktg 760: Applied Quantitative Analysis
- Mktg 762: Marketing Management
- Mktg 764: Seminar in Marketing/Business Ethics
- Mktg 766: Advanced Studies in Consumer Behavior
- Mktg 768: Marketing Communication Thought
- Mktg 769: Theoretical Foundations of Marketing
- Mktg 797: Dissertation