Marketing

Overview
Academics & Admissions
Programs
Courses
Faculty

Courses

- **Mgmt 677**: Integer and Nonlinear Optimization
- **Mktg 101**: New Trends & Opportunities in Marketing
- **Mktg 102**: Creating & Marketing Your Personal Brand
- **Mktg 103**: Influencer Marketing in Social Media
- **Mktg 104**: The Dark Side of the Global Supply Chain
- **Mktg 351**: Marketing Principles
- **Mktg 353**: Advertising and Promotion
- **Mktg 354**: Professional Selling & Relationship Mktg
- **Mktg 356**: Legal, Social & Ethical Issues in Mktg
- **Mktg 357**: Developing Products Customers Want
- **Mktg 358**: Services Marketing
- **Mktg 361**: Introduction to Retailing
- **Mktg 367**: Consumer Behavior
- **Mktg 368**: Marketing for Social Good
- **Mktg 370**: Social and Digital Media Strategy
- **Mktg 371**: Social and Digital Media Metrics
- **Mktg 372**: Intro. to Operations & Supply Chain Mgmt
- **Mktg 380**: Topics in Marketing Abroad
- **Mktg 381**: Building Strong Brands
- **Mktg 385**: Honors Thesis in Marketing
- **Mktg 451**: Marketing Policy and Strategy
- **Mktg 452**: Global Marketing & Supply Chain
- **Mktg 458**: Sales Management
- **Mktg 462**: Distribution and Logistics Management
- **Mktg 465**: Advanced Campaign Planning
- **Mktg 475**: Analytical Tools for Supply Chain Mgmt.
- **Mktg 477**: Oper. & Supply Chain Planning/Control
- **Mktg 488**: Retail Strategy
- **Mktg 494**: Pharmaceutical Economics
- **Mktg 495**: Techniques of Pharmaceutical Sales
- **Mktg 496**: Digital Marketing Analytics
- **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