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 456: 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: 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