

MARKETING

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Courses

- [Mgmt 372: Prod and Delivery of Goods and Services](#)
- [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](#)
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- [Mktg 353: Advertising and Promotion](#)
- [Mktg 354: Professional Selling & Relationship Mktg](#)
- [Mktg 356: Legal, Social & Ethical Issues in Mktg](#)
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- [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 380: Topics in Marketing Abroad](#)
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- [Mktg 525: Marketing Research](#)
- [Mktg 551: Marketing Policy and Strategy](#)
- [Mktg 565: Advanced Campaign Planning](#)
- [Mktg 620: Advanced Directed Study](#)
- [Mktg 650: Marketing Management](#)
- [Mktg 660: Applied Multivariate Statistics](#)
- [Mktg 661: Research Seminar: Methodology I](#)
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- [Mktg 665: Causal Modeling in Marketing](#)
- [Mktg 666: Advanced Marketing Research Methods](#)
- [Mktg 668: Advanced Marketing Readings I](#)
- [Mktg 669: Theoretical Foundations of Marketing](#)
- [Mktg 670: Advanced Studies In Consumer Behavior](#)
- [Mktg 671: Preparing Research Proposals](#)
- [Mktg 672: Buyer Behavior and E-Commerce Strategies](#)
- [Mktg 695: Special Topics in Marketing](#)
- [Mktg 697: Thesis](#)
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- [Mktg 771: Experimental Design & Analysis](#)
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