

Marketing/Marketing Management, General

- 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
- <u>Mktg 351: Marketing Principles</u>
- <u>Mktg 353: Advertising and Promotion</u>
- Mktg 354: Professional Selling & Relationship Mktg
- Mktg 356: Legal, Social & Ethical Issues in Mktg
 Mktg 257: Developing Products Customers Work
- Mktg 357: Developing Products Customers Want
 Mktg 358: Services Marketing
- <u>Mktg 361: Introduction to Retailing</u>
- <u>Mktg 367: Consumer Behavior</u>
- 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
- Mktg 381: Building Strong Brands
- Mktg 395: Honors Thesis in Marketing
- Mktg 455: Negotiations for Strong Relationships
- <u>Mktg 458: Sales Management</u>
- Mktg 462: Distribution and Logistics Management
- <u>Mktg 488: Retail Strategy</u>
- <u>Mktg 494: Pharmaceutical Economics</u>
- <u>Mktg 495: Techniques of Pharmaceutical Sales</u>
- Mktg 496: Principles of Pharmaceutical Marketing
- Mktg 551: Marketing Policy and Strategy
- <u>Mktg 565: Advanced Campaign Planning</u>
- <u>Mktg 620: Advanced Directed Study</u>
- <u>Mktg 650: Marketing Management</u>
- Mktg 668: Advanced Marketing Readings I
- Mktg 670: Advanced Studies In Consumer Behavior
- Mktg 672: Buyer Behavior and E-Commerce Strategies
- <u>Mktg 695: Special Topics in Marketing</u>
- Mktg 697: Thesis
- Mktg 797: Dissertation
- <u>Msm 610: Computer Productivity</u>
- <u>Msm 611: Operations Management</u>
- <u>Msm 612: Market/Product Management</u>
- <u>Msm 613: Financial Decision Making</u>
- <u>Msm 614: Human Resource Management</u>
- <u>Msm 620: Managerial Communications</u>
- <u>Msm 622: Telecommunications</u>
- <u>Msm 623: Behavioral Skills for Managers</u>
- <u>Msm 624: Leadership</u>
- <u>Msm 625: Team Building</u>
- <u>Msm 626: Legal Environment</u>
- <u>Msm 627: Decision Making for Technology</u>
- <u>Msm 628: Financing for Technology</u>
- <u>Msm 629: Quality Management</u>
- <u>Msm 630: Directed Individual Study in Specialty</u>
- <u>Msm 640: Individualized Application Project</u>

