

MARKETING

Overview

Academics & Admissions

Programs

Courses

Faculty

Courses

- 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 395: Honors Thesis in Marketing
- Mktg 451: Marketing Policy and Strategy
- Mktg 452: Global Marketing
- Mktg 455: Negotiations for Strong Relationships
- 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 479: Decision Systems
- 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 650: Marketing Management
- 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 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
- Mktg 760: Applied Quantitative Analysis
- Mktg 764: Seminar in Marketing/Business Ethics
- Mktg 771: Experimental Design & Analysis



The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

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Holman Hall, University, MS 38677 http://www.olemissbusiness.com/marketing/



- Mktg 772: Qualitative Research Methods
- Mktg 797: Dissertation

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