

Mktg 101: New Trends & Opportunities in Marketing

This course examines the most current trends and opportunities in some of marketing's most popular subfields, such as digital and social media marketing, influencer marketing, professional sales, advertising and promotion, brand management, social marketing, retailing, and supply chain management, among others. Business and career opportunities in each subfield are identified and discussed, giving students a holistic introduction to marketing in today's modern business world.

3 Credits

Prerequisites

• Freshman or Sophomore Classification Required

Instruction Type(s)

• Lecture: Lecture for Mktg 101

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

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.

