

MARKETING

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Courses

- [Mktg 101: New Trends & Opportunities in Marketing](#)
- [Mktg 102: Creating & Marketing Your Personal Brand](#)
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- [Mktg 354: Professional Selling & Relationship 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](#)
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- [Mktg 372: Intro. to Operations & Supply Chain Mgmt](#)
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- [Mktg 494: Pharmaceutical Economics](#)
- [Mktg 495: Techniques of Pharmaceutical Sales](#)
- [Mktg 496: Principles of Pharmaceutical Marketing](#)
- [Mktg 525: Marketing Research](#)
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- [Mktg 661: Research Seminar: Methodology I](#)
- [Mktg 664: Methodology II-Measurement & Scaling](#)
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- [Mktg 666: Advanced Marketing Research Methods](#)
- [Mktg 668: Advanced Marketing Readings I](#)
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- [Mktg 797: Dissertation](#)

