

Academics

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W SCHOOL OF BUSINESS ADMINISTRATION MARKETING

- 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>
- Mktg 353: Advertising and Promotion
- Mktg 354: Professional Selling & Relationship Mktg
- Mktg 356: Legal, Social & Ethical Issues in Mktg
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- Mktg 361: Introduction to Retailing
- <u>Mktg 367: Consumer Behavior</u>
- Mktg 368: Marketing for Social Good

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- 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
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- 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
- <u>Mktg 668: Advanced Marketing Readings I</u>
- Mktg 671: Preparing Research Proposals
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- Mktg 695: Special Topics in Marketing
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- Mktg 760: Applied Quantitative Analysis
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- Mktg 771: Experimental Design & Analysis
- <u>Mktg 772: Qualitative Research Methods</u>
- <u>Mktg 797: Dissertation</u>

