

## Academics

[Overview](#)

[Calendar](#)

[Regulations](#)

[Services](#)

[Programs](#)

[Minors](#)

[Courses](#)

[Faculty](#)

## Course Index

[A](#)

[B](#)

[C](#)

[D](#)

[E](#)

[F](#)

[G](#)

[H](#)

[I](#)

[J](#)

[K](#)

[L](#)

[M](#)

[N](#)

[O](#)

[P](#)

[R](#)

[S](#)

[T](#)

[U](#)

[V](#)

[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](#)
- [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 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 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 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 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 762: Marketing Management](#)
- [Mktg 764: Seminar in Marketing/Business Ethics](#)
- [Mktg 766: Advanced Studies in Consumer Behavior](#)
- [Mktg 768: Marketing Communication Thought](#)
- [Mktg 769: Theoretical Foundations of Marketing](#)

### **MANAGEMENT INFORMATION SYSTEMS**

- [Mktg 770: Production and Operations Management](#)

### **MARKETING**

- [Mktg 771: Experimental Design & Analysis](#)
- [Mktg 772: Qualitative Research Methods](#)
- [Mktg 797: Dissertation](#)

