

Academics

Overview

Calendar

Regulations

Services

Programs

Minors

Courses

Faculty

Course Index

<u>A</u> B

C

D

E

E

<u>G</u> H

Ţ

<u>K</u>

M

<u>N</u> O

<u>P</u>

R

<u>S</u> T

<u>U</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

