

Marketing

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Courses

- [Mgmt 677: Integer and Nonlinear Optimization](#)
- [BAIS 310: AI for Business Applications](#)
- [MBA 618: Business Analytics](#)
- [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](#)
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- [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](#)
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- [Mktg 380: Topics in Marketing Abroad](#)
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- [Mktg 488: Retail Strategy](#)
- [Mktg 494: Pharmaceutical Economics](#)
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- [Mktg 496: Principles of Pharmaceutical Marketing](#)
- [Mktg 525: Marketing Research](#)
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- [Mktg 660: Applied Multivariate Statistics](#)
- [Mktg 661: Research Seminar: Methodology I](#)
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- [Mktg 665: Causal Modeling in Marketing](#)
- [Mktg 666: Advanced Marketing Research Methods](#)
- [Mktg 668: Advanced Marketing Readings I](#)
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- [Mktg 764: Seminar in Marketing/Business Ethics](#)
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- [Mktg 771: Experimental Design & Analysis](#)
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