

## Academics

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<u>W</u> <u>School of Business Administration</u> 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
- <u>Mktg 358: Services Marketing</u>
- <u>Mktg 361: Introduction to Retailing</u>
- <u>Mktg 367: Consumer Behavior</u>
- Mktg 368: Marketing for Social Good

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- Mktg 370: Social and Digital Media Strategy
- Mktg 371: Social and Digital Media Metrics
- Mktg 372: Intro. to Operations & Supply Chain Mgmt
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- Mktg 477: Oper. & Supply Chain Planning/Control
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- Mktg 494: Pharmaceutical Economics
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- Mktg 496: Principles of Pharmaceutical Marketing
- <u>Mktg 525: Marketing Research</u>
- <u>Mktg 620: Advanced Directed Study</u>
- Mktg 660: Applied Multivariate Statistics
- Mktg 661: Research Seminar: Methodology I
- Mktg 664: Methodology II-Measurement & Scaling
- <u>Mktg 665: Causal Modeling in Marketing</u>
- 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
- <u>Mktg 695: Special Topics in Marketing</u>
- <u>Mktg 697: Thesis</u>
- Mktg 760: Applied Quantitative Analysis
- <u>Mktg 762: Marketing Management</u>
- Mktg 764: Seminar in Marketing/Business Ethics
- Mktg 766: Advanced Studies in Consumer Behavior
- <u>Mktg 768: Marketing Communication Thought</u>
- Mktg 769: Theoretical Foundations of Marketing

## Management Information Systems

Mktg 770: Production and Operations Management

## **Marketing**

- Mktg 771: Experimental Design & Analysis
- <u>Mktg 772: Qualitative Research Methods</u>
- <u>Mktg 797: Dissertation</u>

