

# Marketing

[Overview](#)[Academics & Admissions](#)[Programs](#)[Courses](#)[Faculty](#)

## Courses

- [Mgmt 677: Integer and Nonlinear Optimization](#)
- [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 & Supply Chain](#)
- [Mktg 455: Negotiations for Strong Relationships](#)
- [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: Digital Marketing Analytics](#)
- [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](#)





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

**Marketing | Spring 2019-20**  
Holman Hall, University, MS 38677  
<http://www.olemissbusiness.com/marketing/>

