

## Marketing/Marketing Management, General

- Mktg 101: New Trends & Opportunities in Marketing
- <u>Mktg 102: Creating & Marketing Your Personal Brand</u>
- Mktg 103: Influencer Marketing in Social Media
- <u>Mktg 104: The Dark Side of the Global Supply Chain</u>
- <u>Mktg 351: Marketing Principles</u>
- Mktg 353: Advertising and Promotion
- <u>Mktg 354: Professional Selling & Relationship Mktg</u>
- Mktg 356: Legal, Social & Ethical Issues in Mktg
- <u>Mktg 357: Developing Products Customers Want</u>
- <u>Mktg 358: Services Marketing</u>
- <u>Mktg 361: Introduction to Retailing</u>
- <u>Mktg 367: Consumer Behavior</u>
- <u>Mktg 368: Marketing for Social Good</u>
- <u>Mktg 370: Social and Digital Media Strategy</u>
- <u>Mktg 371: Social and Digital Media Metrics</u>
- Mktg 380: Topics in Marketing Abroad
- Mktg 381: Building Strong Brands
- Mktg 395: Honors Thesis in Marketing
- <u>Mktg 451: Marketing Policy and Strategy</u>
- Mktg 455: Negotiations for Strong Relationships
- Mktg 458: Sales Management
- <u>Mktg 462: Distribution and Logistics Management</u>
- <u>Mktg 465: Advanced Campaign Planning</u>
- Mktg 488: Retail Strategy
- <u>Mktg 494: Pharmaceutical Economics</u>
- <u>Mktg 495: Techniques of Pharmaceutical Sales</u>
- <u>Mktg 496: Digital Marketing Analytics</u>
- <u>Mktg 620: Advanced Directed Study</u>
- <u>Mktg 668: Advanced Marketing Readings I</u>
- Mktg 672: Buyer Behavior and E-Commerce Strategies
- <u>Mktg 695: Special Topics in Marketing</u>
- Mktg 697: Thesis
- <u>Mktg 762: Marketing Management</u>
- <u>Mktg 766: Advanced Studies in Consumer Behavior</u>
- <u>Mktg 797: Dissertation</u>
- <u>Msm 610: Computer Productivity</u>
- <u>Msm 611: Operations Management</u>
- <u>Msm 612: Market/Product Management</u>
- Msm 613: Financial Decision Making
- <u>Msm 614: Human Resource Management</u>
- Msm 620: Managerial Communications
- Msm 622: Telecommunications
- <u>Msm 623: Behavioral Skills for Managers</u>
- <u>Msm 624: Leadership</u>
- Msm 625: Team Building
- Msm 626: Legal Environment
- <u>Msm 627: Decision Making for Technology</u>
- Msm 628: Financing for Technology
- Msm 629: Quality Management
- <u>Msm 630: Directed Individual Study in Specialty</u>
- <u>Msm 640: Individualized Application Project</u>

