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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
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- Mktg 360: Excel for Marketing
- Mktg 361: Introduction to Retailing
- Mktg 367: Consumer Behavior

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- Mktg 368: Marketing for Social Good
- · Mktg 370: Social and Digital Media Strategy
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- · Mktg 395: Honors Thesis in Marketing
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- Mktg 477: Integrated Supply Chain Management
- Mktg 488: Value Creation Using Machine Strategy
- Mktg 495: Techniques of Pharmaceutical Sales
- Mktg 496: Marketing Analytics
- Mktg 525: Marketing Research
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- 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

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- Mktg 771: Experimental Design & Analysis
- Mktg 772: Qualitative Research Methods
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