

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](#)
- [Mktg 353: Advertising and Promotion](#)
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- [Mktg 356: Legal, Social & Ethical Issues in Mktg](#)
- [Mktg 357: Developing Products Customers Want](#)
- [Mktg 358: Services Marketing](#)
- [Mktg 360: Excel for 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 372: Intro. to Operations & Supply Chain Mgmt](#)
- [Mktg 380: Topics in Marketing Abroad](#)
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- [Mktg 479: Decision Systems](#)
- [Mktg 488: Value Creation Using Machine Strategy](#)
- [Mktg 495: Techniques of Pharmaceutical Sales](#)
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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](#)
- [Mktg 671: Preparing Research Proposals](#)
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- [Mktg 764: Seminar in Marketing/Business Ethics](#)
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- [Mktg 768: Marketing Communication Thought](#)
- [Mktg 769: Theoretical Foundations of Marketing](#)
- [Mktg 771: Experimental Design & Analysis](#)
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