

# Marketing

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## Courses

- [Mgmt 677: Integer and Nonlinear Optimization](#)
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- [Mktg 370: Social and Digital Media Strategy](#)
- [Mktg 371: Social and Digital Media Metrics](#)
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- [Mktg 380: Topics in Marketing Abroad](#)
- [Mktg 381: Building Strong Brands](#)
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- [Mktg 475: Analytical Tools for Supply Chain Mgmt.](#)
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- [Mktg 488: Value Creation Using Machine Strategy](#)
- [Mktg 495: Marketing and Sales Consultancy](#)
- [Mktg 496: Marketing Analytics](#)
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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](#)
- [Mktg 672: Buyer Behavior and E-Commerce Strategies](#)
- [Mktg 695: Special Topics in Marketing](#)
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- [Mktg 768: Marketing Communication Thought](#)
- [Mktg 769: Theoretical Foundations of Marketing](#)
- [Mktg 771: Experimental Design & Analysis](#)
- [Mktg 772: Qualitative Research Methods](#)
- [Mktg 797: Dissertation](#)

