

## **Marketing**

<u>Overview</u>

**Academics & Admissions** 

**Programs** 

<u>Minors</u>

**Courses** 

**Faculty** 

## **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
- 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 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
- 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
- Mich 450 C. L. M.
- Mktg 458: Sales Management
- Mktg 462: Distribution and Logistics Management
- Mktg 465: Integrated Media Planning Essentials
- Mktg 475: Analytical Tools for Supply Chain Mgmt.
- Mktg 477: Integrated Supply Chain Management
- Mktg 488: Value Creation Using Machine Strategy
- Mktg 495: Marketing and Sales Consultancy
- Mktg 496: 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





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• 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

