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School of Business Administration Marketing

- <u>Mktg 101: New Trends & Opportunities in Marketing</u>
- <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>
- <u>Mktg 353: Advertising and Promotion</u>
- <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 360: Excel for Marketing</u>
- <u>Mktg 361: Introduction to Retailing</u>
- <u>Mktg 367: Consumer Behavior</u>

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- Mktg 368: Marketing for Social Good
- <u>Mktg 370: Social and Digital Media Strategy</u>
- <u>Mktg 371: Social and Digital Media Metrics</u>
- <u>Mktg 372: Intro. to Operations & Supply Chain Mgmt</u>
- <u>Mktg 380: Topics in Marketing Abroad</u>
- Mktg 381: Building Strong Brands
- Mktg 395: Honors Thesis in Marketing
- <u>Mktg 451: Marketing Policy and Strategy</u>
- <u>Mktg 452: Global Marketing & Supply Chain</u>
- <u>Mktg 458: Sales Management</u>
- <u>Mktg 462: Distribution and Logistics Management</u>
- <u>Mktg 465: Integrated Media Planning Essentials</u>
- Mktg 475: Analytical Tools for Supply Chain Mgmt.
- <u>Mktg 477: Integrated Supply Chain Management</u>
- <u>Mktg 488: Value Creation Using Machine Strategy</u>
- <u>Mktg 495: Marketing and Sales Consultancy</u>
- <u>Mktg 496: Marketing Analytics</u>
- <u>Mktg 525: Marketing Research</u>
- <u>Mktg 620: Advanced Directed Study</u>
- <u>Mktg 660: Applied Multivariate Statistics</u>
- <u>Mktg 661: Research Seminar: Methodology I</u>
- <u>Mktg 664: Methodology II-Measurement & Scaling</u>
- <u>Mktg 665: Causal Modeling in Marketing</u>
- <u>Mktg 666: Advanced Marketing Research Methods</u>
- <u>Mktg 668: Advanced Marketing Readings I</u>
- <u>Mktg 671: Preparing Research Proposals</u>
- Mktg 672: Buyer Behavior and E-Commerce Strategies
- <u>Mktg 695: Special Topics in Marketing</u>
- Mktg 697: Thesis
- <u>Mktg 760: Applied Quantitative Analysis</u>
- <u>Mktg 762: Marketing Management</u>
- <u>Mktg 764: Seminar in Marketing/Business Ethics</u>
- <u>Mktg 766: Advanced Studies in Consumer Behavior</u>
- <u>Mktg 768: Marketing Communication Thought</u>
- <u>Mktg 769: Theoretical Foundations of Marketing</u>

Management Information Systems

<u>Mktg 770: Production and Operations Management</u>

Marketing

- <u>Mktg 771: Experimental Design & Analysis</u>
- <u>Mktg 772: Qualitative Research Methods</u>
- <u>Mktg 797: Dissertation</u>

