

## Academics

Overview Calendar

**Regulations** 

<u>Services</u>

**Programs** 

**Minors** 

<u>Courses</u>

Faculty

## Course Index

School of Business Administration

Marketing, Analytics & Prof Sales

- 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
- <u>Mktg 351: Marketing Principles</u>
- <u>Mktg 353: Advertising and Promotion</u>
- Mktg 354: Professional Selling & Relationship Mktg
- 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
- Mktg 370: Social and Digital Media Strategy
- Mktg 371: Social and Digital Media Metrics
- Mktg 372: Intro. to Operations & Supply Chain Mgmt
- <u>Mktg 380: Topics in Marketing Abroad</u>
- Mktg 381: Sales Technologies and CRM Strategies
- Mktg 395: Honors Thesis in Marketing
- Mktg 451: Marketing Policy and Strategy
- Mktg 452: Global Marketing & Supply Chain
- <u>Mktg 458: Sales Management</u>
- Mktg 462: Distribution and Logistics Management
- <u>Mktg 465: Integrated Media Planning Essentials</u>
- 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
- <u>Mktg 496: Business Analytics</u>
- Mktg 525: Marketing Research
- <u>Mktg 620: Advanced Directed Study</u>
- 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
- <u>Mktg 697: Thesis</u>
- Mktg 760: Applied Quantitative Analysis
- Mktg 762: Marketing Management
- Mktg 764: Seminar in Marketing/Business Ethics
- Mktg 766: Advanced Studies in Consumer Behavior
- <u>Mktg 768: Marketing Communication Thought</u>
- Mktg 769: Theoretical Foundations of Marketing

## Management Information Systems

Mktg 770: Production and Operations Management

## Marketing, Analytics & Prof Sales

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

