

# Marketing, Analytics & Prof Sales

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## Courses

- [Mgmt 677: Integer and Nonlinear Optimization](#)
- [MIS 307: Systems Analysis and Design](#)
- [MIS 309: Management Information Systems](#)
- [MIS 317: Applied Business Analytics Platforms](#)
- [MIS 320: Business Analytics Programming](#)
- [MIS 330: Business Application Programming](#)
- [MIS 340: Mobile App Development for Business](#)
- [MIS 350: Managing Enterprise Technology](#)
- [MIS 360: Cybersecurity and Information Assurance](#)
- [MIS 370: Introduction to ERP with SAP](#)
- [MIS 380: Topics in MIS Abroad](#)
- [MIS 395: Honors Thesis in Mgmt Info Systems](#)
- [MIS 408: Database Mgmt for Business Analytics](#)
- [MIS 409: Application of DB and Data Analytics](#)
- [MIS 412: Client-side Web Application Development](#)
- [MIS 419: Server-side Application Programming](#)
- [MIS 609: E-Commerce & Internet Programming](#)
- [MIS 619: Advanced Information Systems Mgmt](#)
- [MIS 620: Advanced Directed Study](#)
- [MIS 640: Theoretical Foundations of MIS/POM](#)
- [MIS 665: Management of Information Systems](#)
- [MIS 695: Special Topics in MIS/POM](#)
- [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: Sales Technologies and CRM Strategies](#)
- [Mktg 395: Honors Thesis in Marketing](#)
- [Mktg 451: Marketing Policy and Strategy](#)
- [Mktg 452: Global Marketing & Supply Chain](#)
- [Mktg 455: Negotiations for Strong Relationships](#)
- [Mktg 458: Sales Management](#)
- [Mktg 462: Distribution and Logistics Management](#)
- [Mktg 465: Integrated Media Planning Essentials](#)

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at [www.sacscoc.org](http://www.sacscoc.org) for questions about the accreditation.



- [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: Business 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](#)
- [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](#)

