

Academics

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School of Business Administration

Marketing, Analytics & Prof Sales

- [Mktg 101: New Trends & Opportunities in Marketing](#)
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- [Mktg 104: The Dark Side of the Global Supply Chain](#)
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- [Mktg 370: Social and Digital Media Strategy](#)
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- [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](#)
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Management Information Systems

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Marketing, Analytics & Prof Sales

- [Mktg 771: Experimental Design & Analysis](#)
- [Mktg 772: Qualitative Research Methods](#)
- [Mktg 797: Dissertation](#)

