

Marketing, Analytics & Prof Sales

[Overview](#)[Academics & Admissions](#)[Programs](#)[Minors](#)[Courses](#)[Faculty](#)

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](#)



- [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](#)

