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School of Business Administration Marketing

- 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
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- Mktg 356: Legal, Social & Ethical Issues in Mktg
- Mktg 357: Developing Products Customers Want
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- Mktg 361: Introduction to Retailing
- Mktg 367: Consumer Behavior
- · Mktg 368: Marketing for Social Good



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- · Mktg 370: Social and Digital Media Strategy
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- Mktg 372: Intro. to Operations & Supply Chain Mgmt
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- · Mktg 395: Honors Thesis in Marketing
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- Mktg 661: Research Seminar: Methodology I
- Mktg 664: Methodology II-Measurement & Scaling
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- Mktg 671: Preparing Research Proposals
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- Mktg 764: Seminar in Marketing/Business Ethics
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• Mktg 770: Production and Operations Management

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- Mktg 771: Experimental Design & Analysis
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