

## Marketing/Marketing Management, General

- 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
- Mktg 357: Developing Products Customers Want
- <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>
- <u>Mktg 368: Marketing for Social Good</u>
- <u>Mktg 370: Social and Digital Media Strategy</u>
- Mktg 371: Social and Digital Media Metrics
- Mktg 380: Topics in Marketing Abroad
- <u>Mktg 381: Building Strong Brands</u>
- Mktg 395: Honors Thesis in Marketing
- <u>Mktg 451: Marketing Policy and Strategy</u>
- <u>Mktg 455: Negotiations for Strong Relationships</u>
- <u>Mktg 458: Sales Management</u>
- Mktg 462: Distribution and Logistics Management
- <u>Mktg 465: Integrated Media Planning Essentials</u>
- <u>Mktg 488: Value Creation Using Machine Strategy</u>
- Mktg 495: Marketing and Sales Consultancy
- <u>Mktg 496: Marketing Analytics</u>
- <u>Mktg 620: Advanced Directed Study</u>
- <u>Mktg 668: Advanced Marketing Readings I</u>
- Mktg 672: Buyer Behavior and E-Commerce Strategies
- <u>Mktg 695: Special Topics in Marketing</u>
- <u>Mktg 697: Thesis</u>
- <u>Mktg 762: Marketing Management</u>
- Mktg 766: Advanced Studies in Consumer Behavior
- <u>Mktg 797: Dissertation</u>
- <u>Msm 610: Computer Productivity</u>
- <u>Msm 611: Operations Management</u>
- Msm 612: Market/Product Management
- Msm 613: Financial Decision Making
- Msm 614: Human Resource Management
- Msm 620: Managerial Communications
- <u>Msm 622: Telecommunications</u>
- Msm 623: Behavioral Skills for Managers
- <u>Msm 624: Leadership</u>
- <u>Msm 625: Team Building</u>
- <u>Msm 626: Legal Environment</u>
- <u>Msm 627: Decision Making for Technology</u>
- <u>Msm 628: Financing for Technology</u>
- <u>Msm 629: Quality Management</u>
- <u>Msm 630: Directed Individual Study in Specialty</u>
- <u>Msm 640: Individualized Application Project</u>

