

Mktg 101: New Trends & Opportunities in Marketing

Marketing, Analytics & Prof Sales

This course examines the most current trends and opportunities in some of marketing's most popular subfields, such as digital and social media marketing, influencer marketing, professional sales, advertising and promotion, brand management, social marketing, retailing, and supply chain management, among others. Business and career opportunities in each subfield are identified and discussed, giving students a holistic introduction to marketing in today's modern business world.

3 Credits

Prerequisites

- Freshman or Sophomore Classification Required

Instruction Type(s)

- Lecture: Lecture for Mktg 101
- Lecture: Web-based Lecture for Mktg 101

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

