

# 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](#)
- [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 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 455: Negotiations for Strong Relationships](#)
- [Mktg 458: Sales Management](#)
- [Mktg 462: Distribution and Logistics Management](#)
- [Mktg 465: Integrated Media Planning Essentials](#)
- [Mktg 488: Value Creation Using Machine Strategy](#)
- [Mktg 495: Marketing and Sales Consultancy](#)
- [Mktg 496: Business Analytics](#)
- [Mktg 620: Advanced Directed Study](#)
- [Mktg 668: Advanced Marketing Readings I](#)
- [Mktg 672: Buyer Behavior and E-Commerce Strategies](#)
- [Mktg 695: Special Topics in Marketing](#)
- [Mktg 697: Thesis](#)
- [Mktg 762: Marketing Management](#)
- [Mktg 766: Advanced Studies in Consumer Behavior](#)
- [Mktg 797: Dissertation](#)
- [Msm 610: Computer Productivity](#)
- [Msm 611: Operations Management](#)
- [Msm 612: Market/Product Management](#)
- [Msm 613: Financial Decision Making](#)
- [Msm 614: Human Resource Management](#)
- [Msm 620: Managerial Communications](#)
- [Msm 622: Telecommunications](#)
- [Msm 623: Behavioral Skills for Managers](#)
- [Msm 624: Leadership](#)
- [Msm 625: Team Building](#)
- [Msm 626: Legal Environment](#)
- [Msm 627: Decision Making for Technology](#)
- [Msm 628: Financing for Technology](#)
- [Msm 629: Quality Management](#)
- [Msm 630: Directed Individual Study in Specialty](#)
- [Msm 640: Individualized Application Project](#)

