THE UNIVERSITY of MISSISSIPPI

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: Retailing and E-Commerce
- 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