

MARKETING (MKTG)

MKTG 634 Marketing Research (3 Credits)

MARKETING RESEARCH (3) Application of research and analytical decision-making techniques to marketing problems. (Prerequisites: MKTG 306; MGSC 239; MIS 671 or concurrent enrollment.)

Prerequisite(s): MKTG 306 and MGSC 239 and MGSC 671 (may be taken concurrently)

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 650 Sem Mktg Probs (3 Credits)

STRATEGIC MARKETING MANAGEMENT (3) Key marketing problems of domestic and international organizations, including those arising from issues related to globalization, environmental protection, ethical issues, social trends, and legal constraints. (Prerequisites: MKTG 306 or equivalent.)

Prerequisite(s): MKTG 306

College/School: JHJ School Of Business

Department: Dept of Business Admin.

MKTG 655 ENTREPRENEURIAL (3 Credits)

College/School: JHJ School Of Business

Department: Dept of Business Admin.