

MARKETING (MKTG)

MKTG 634 Marketing Research (3 Credits)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

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)

Lecture: 3, **Lab:** 0

College/School: JHJ School Of Business

Department: Dept of Business Admin.