Courses in Marketing

B Mkt 310
Marketing Principles (3)
Effective marketing policy is the key determinant of success in business. This course is designed to provide a broad-based foundation to the 4 P’s of marketing: product development, pricing, promotion, and places of distribution. In addition, students are exposed to marketing research, marketing strategy, Internet and global marketing, consumer and organizational behavior, retailing, and market segmentation. Open only to juniors and seniors.
(2455) DeSarkar, Chandan
6 Week 2: June 20-July 29
MTTh 11:30a.m.-2:00p.m.
BB-133

Graduate Courses

B Mkt 675
International Business (3)
Introduction to the global scope of the competitive environment of today's economy. Selected topics, including cross-cultural, political, and economic considerations, examine both the functional interrelationships as well as the international dimensions of business decisions. Prerequisite: Completion of at least 30 graduate credits.
(2089) Shaye, Gerald
12 Week: May 23-August 12
M 5:30p.m.-9:30p.m.
BB-231
(2090) Shaye, Gerald
12 Week: May 23-August 12
Th 5:30p.m.-9:30p.m.
BB-121

B Mkt 680
Selected Topics in Marketing (3)
Intensive study of topics in marketing. Topics may include product management, new product development, management of innovation, use of microcomputers for marketing decisions, retailing, and industrial marketing. May be repeated for credit when topic differs. Prerequisite: Mkt 522. Open to Evening MBA students only. Contact Melissa Palmucci for permission to enroll.
Blended course (online and in person)
(2604) Reale, Heidi
6 Week 2: June 20-July 29
Meeting dates and times to be determined.