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  
(2456) DeSarkar, Chandan  
6 Week 2: June 20-July 29  
MTTh 2:30p.m.-5:00p.m.  
BB-133

B Mkt 430  
Personal Selling and Sales Management (3)  
B Mkt 430Z prepares students to enter business in the sales department and advance into management. We cover the selling process, focusing on the concepts and tactics associated with consultative selling, the approach associated with business-to-business transactions. Also, we examine how managers build their organization through effective recruiting, training, and supervising. In-class exercises put concepts like team-building and negotiation into practice. Students learn about the very same practices that they face when entering the job market. Guest speakers and cases bring the topics alive and anchor discussion in the real world. Writing and presentation skills improve through practice and feedback. Only open to Senior School of Business majors with a combined concentration in Marketing. Prerequisite(s): B MKT 310.  
(2454) Lassonde, Maynard  
4 Week 2: June 20-July 15  
MTWTh 2:00p.m.-4:40p.m.  
BB-129

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.