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.
(2304) DeSarkar, Chandan
6 Week 2: June 21-July 30
Scheduled synchronous class meetings via Zoom:
MTTh 11:30a.m.-2:00p.m.

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.
(2305) Shaye, Gerald
May 24-July 26
Scheduled synchronous class meetings via Zoom:
M 5:30p.m.-9:30p.m.