

CONCENTRATION IN MARKETING MANAGEMENT 2-YEAR COURSE SCHEDULE

2024	2025
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Course Name and Title	Spring	Summer	Fall	Spring	Summer	Fall
MGMT 480 Consumer Behavior	ONL		ONL	ONL		ONL
MGMT 435 Marketing Strategy	ONL		ONL	ONL		ONL
MGMT 481 Marketing Research I	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 384 Professional Selling	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 410 Advertising Campaigns	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 411 Social Media & Content Mktg	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 436 Business Analysis Tools	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 482 Digital Marketing	Face-to-Face			Face-to-Face		
MGMT 483 International Marketing			Face-to-Face			Face-to-Face
MGMT 484 Advanced Sales	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face
MGMT 485 Retailing Management	Face-to-Face		Face-to-Face	Face-to-Face		Face-to-Face

MGMT 486 Logistics Systems Management	ONL, AOP			ONL, AOP		
MGMT 487 Promotion Management			Face-to- Face			Face-to- Face
MGMT 488 Supply Chain Models & Analytics			ONL, AOP			ONL, AOP