

MARKETING

In each semester's cell, a "D" indicates planned daytime only offerings; "E" for planned evening only offerings; "B" for both day and evening offerings; "I" for internet offerings; P for PMBA; W for Wildwood

COURSE #	COURSE TITLE
3 7 0 0	BASIC MARKETING
3 7 1 0	CONSUMER BEHAVIOR
3 7 2 0	MANAGEMENT OF PROMOTION
3 7 2 1	DIGITAL MARKETING
3 7 2 2	SOCIAL MEDIA MARKETING
3 7 4 0	MARKETING RESEARCH
3 7 5 0	SALES MANAGEMENT
3 7 6 0	BUSINESS TO BUSINESS MARKETING
3 7 7 0	INTRODUCTION TO TRANSPORTATION
3 7 7 1	TRAFFIC AND TRANSPORTATION MGT
3 7 7 6	TRANSPORTATION SAFETY/PREPARADNESS
3 7 7 7	AVIATION IN AMERICAN LIFE
3 7 8 0	INTERNATIONAL MARKETING
3 7 8 5	WOMEN IN INTL ENTREPRENEURSHIP
3 7 8 7	MARKETING IN THE EUROPEAN UNION
3 7 9 0	INTERNSHIP IN MARKETING
3 7 9 8	BUSINESS ADMIN SEMINAR - MKTG
3 7 9 9	INDEPENDENT STUDY IN MARKETING
4 7 0 0	MARKETING MANAGEMENT

2015			2016			2017		
SPRING	SUMMER	FALL	SPRING	SUMMER	FALL	SPRING	SUMMER	FALL
BI	D	BI	BI	D	BI	BI	D	BI
DI	D	DI	DI	D	DI	DI	D	DI
D	E	D	D	E	D	D	E	D
D			D			D		
		E			E			E
		DI			DI			DI
D			D			D		
D	E	D	D	E	D	D	E	D
		I			I			I
E			E			E		
D			D			D		
		D			D			D
BI	D	BI	BI	D	BI	BI	D	BI
		D			D			D
D			D			D		
BI	BI	BI	BI	BI	BI	BI	BI	BI
D	D	D	D	D	D	D	D	D
BI	BI	BI	BI	BI	BI	BI	BI	BI
D		D	D		D			D

5 7 0 0	CONTEMPORARY MARKETING CONCEPTS
5 7 0 1	MARKETING PLANNING & STRATEGY
5 7 1 0	CONSUMER MOTIVATION & BEHAVIOR
5 7 2 0	MARKETING COMMUNICATIONS
5 7 2 1	DIGITAL MARKETING STRATEGIES
5 7 2 2	SOCIAL MEDIA MARKETING STRATEGIES
5 7 3 0	(5702) CLINICAL STUDY IN SOC & DIG MEDIA MKT
5 7 3 1	SPECIAL SEMINAR N SDMM
5 7 4 0	MARKETING & BUSINESS RESEARCH
5 7 5 0	SALES MANAGEMENT
5 7 6 1	BUSINESS TO BUSINESS MARKETING
5 7 7 0	SUPPLY CHAIN MANAGEMENT
5 7 7 5	DOMESTIC TRANSPORTATION
5 7 8 0	SEMINAR IN INTERNATIONAL MARKETING
5 7 9 0	INTERNSHIP IN MARKETING
5 7 9 5	SEMINAR IN MARKETING
5 7 9 9	INDIVIDUAL RESEARCH IN MARKETING

I		IP	I		IP	I		IP
E		E	E		E	E		E
		E			E			E
		E						E
EI		EI	EI		EI	EI		EI
		EI			EI			EI
EI		EI	EI		EI	EI		EI
		EI			EI			EI
		EI						EI
E						E		
	E			E			E	
	E			E			E	
E			E			E		
E			E			E		
BI	BI	BI	BI	BI	BI	BI	BI	BI
PI	PI		PI	PI		PI	PI	
BI	BI	BI	BI	BI	BI	BI	BI	BI

5 1 0 0	MANAGERIAL COMMUNICATIONS
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BP	E	BP	BP	E	BP	E	E	BP
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