

MARKETING AND REAL ESTATE TENTATIVE COURSE OFFERINGS (Marketing Courses)

D = Day Classes; E = Evening Classes; OL = Online.

MKTG	COURSE TITLE	FALL	SPRING	SUMMER		
				Session I (May)	Session III (June)	Session IV (July)
3801	Art of Selling and Personal Dynamics	1E, 1D	1E, 1D	1D		
3804	Business Challenges	1D				
3803	Principles of Marketing	3D,1E, 2OL	3D,1E,2OL	1D	1D	
3808	Business Research	2D, 1OL	2D, 1OL			1OL
3809	Advertising Theory & Practice	1D,1OL	1D,1OL		1OL	
3810	Social Media and Online Marketing	1D	1D			1D
3839	Retail Management	1OL	1D			
4805/5805	Sales Management	1OL	1D		1D	
4831	Bus-to-Bus. Mktg.	1D	1OL			
4861	Services Marketing	1OL	1D			1OL
4866	International Marketing	2D	1D, 1OL			1OL
4864/5864	Consumer Behavior **	2D	2D		1OL	
4870	Marketing Management	1D	1D		1D	
6820	Int. Bus. Strategy	1E				1OL
6815	Marketing Strategy	1E	1E			
WMBA 6050	Strategic Marketing	1OL	1OL	1OL		
WMBA 6030	Global and International Business	1OL	1OL	1OL		

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RELE	COURSE TITLE	FALL	SPRING	SUMMER		
				Session I (May)	Session III (June)	Session IV (July)
3701	Real Estate Marketing	1E; 1D	1E, 1D	1D		
3705	Real Estate Principles	1D	1E		1D	
3711	Real Estate Research	1D				
3830	Real Estate Finance	1D				
4705	Real Estate Investment		1E			
4706	Residential Appraisal	1D				
4707	Income Property Appraisal		1D			