

Projected Course Schedules

Robinson College of Business-Marketing Department

Subject to change

Course	Title	Spring 2019	Summer 2019	Fall 2019	Spring 2020	Summer 2020	Fall 2020
BCOM 3950	BCOM & PROF DEVEL	√	√	√	√	√	√
MK 3010	MARKETING MANAGEMENT	√	√	√	√	√	√
MK 4010	MARKETING METRICS	√	√	√	√	√	√
MK 4100	BUYER BEHAVIOR	√	√	√	√	√	√
MK 4200	MARKETING RESEARCH	√	√	√	√	√	√
MK 4300	ADVERTISING	√	√	√	√	√	√
MK 4305	SOCIAL MEDIA MARKETING	√		√	√		√
MK 4310	ADVERTISING CAMPAIGNS	√	√		√	√	√
MK 4315	SYSTEMATIC CREATIVITY		√	√	√	√	√
MK 4330	PROFESSIONAL SALES	√	√	√	√	√	√
MK 4331	KEY ACCOUNT SALES	√			√		
MK 4340	SALES MANAGEMENT			√	√		√
MK 4389	DIRECT READ IN MARKETING	√	√	√	√	√	√
MK 4391	MARKETING INTERNSHIP	√	√	√	√	√	√
MK 4400	DISTRIBUTION MANAGEMENT	√		√	√		√
MK 4420	RETAIL MANAGEMENT		√		√	√	√
MK 4600	INTERNATIONAL MARKETING	√	√	√	√	√	√
MK 4620	PRODUCT MANAGEMENT		√	√	√	√	√
MK 4711	CRM	√			√		
MK 4850	MKTG FOR ENTREPRENEURS	√		√	√		
MK 4900	MARKETING STRATEGY	√		√	√		√
MK 9200	SEMINAR IN MARKETING			√	√		√