

MARKETING (UNDERGRADUATE) (MKBU)

MKBU 3225. Marketing Principles. (3 Credits)

Marketing's role within an organization is to develop products or services that have value to potential customers, to estimate that value and price accordingly to distribute the goods efficiently and to communicate their value and availability effectively. This course introduces students to techniques and theories that help the marketer to accomplish these tasks, whether for a mom- and-pop store or a global or multinational manufacturer.

Attribute: BUMI.

MKBU 3431. Sales Management. (3 Credits)

American businesses spend substantial sums on personal selling and employ over 6.4 million people in sales and sales-related jobs. This course studies the field in depth with an analytical approach to organizing and managing the sales, function, personnel, development, forecasting, budgeting, communication ethics and the role of government. Selective cases relate theory and practice. Independent (but supervised) research by students is encouraged.

Prerequisite: MKBU 3225.

MKBU 3432. ST: Fashion Marketing. (3 Credits)

This course examines the marketing mix through the lens of the fashion industry. Topics to be covered include merchandising, new product development with an emphasis on private label and celebrity brands, customer loyalty programs, and licensing among others. Students will also explore the key issues and challenges of the fashion business model and discuss emerging trends such as m-commerce, social media and apps.

Attribute: FASH.

Prerequisite: MKBU 3225.

MKBU 3434. Integrated Marketing Communication. (3 Credits)

Advertising is the most pervasive element of the marketing mix: the average American family of four is exposed to 1,500 advertising messages a day! Students will study the role of advertising in the marketing communications mix, allocating the promotional budget and developing advertising strategy: product positioning, creative development, media planning, research and control, legal issues and ethical considerations. Students will apply theories to case discussion and develop a full-fledged competitive advertising campaign for a potential "client." Note for Gabelli students: Since MKBU 3434 is an upper-level business course, credit for this course (for transfer students) can only come from accredited business schools (AACSB guidelines) and not from similarly titled courses at liberal arts colleges.

Attributes: CCMS, COMC, COMM, NMAC, NMDD, NMMI.

Prerequisite: MKBU 3225.

MKBU 3435. Consumer Behavior. (3 Credits)

An interdisciplinary approach to the study of consumer behavior and motivation. Topics include behavioral science findings and their implications in the marketing mix; socioeconomics, demographic and cultural influences; theories of promotion and communication; consumer behavior models; attitude measurement; perception and consumerism.

Attribute: FASH.

Prerequisite: MKBU 3225.

MKBU 3436. ST: The Business of Fashion. (3 Credits)

This course explores the dynamic business of fashion which is a significant contributor to the economy of NYC and the United States and is one of the largest employers in our country. Topics discussed will include: textiles, fibers, fabrics, leather and fur as well as product development, fashion enterprises, unique channels of distribution, retailing, merchandising, globalization, the buying and selling of fashion products. Students will also learn basic business concepts such as: forms of business, entrepreneurship, management, human resources, marketing, financial information, and socially responsible behavior and ethical issues in fashion. Whenever possible, guest speakers and visits to fashion-centric exhibits and points-of-interest will be incorporated into course-related activities.

Attribute: FASH.

MKBU 3437. Direct Marketing. (3 Credits)

A comprehensive overview of various aspects of direct marketing is provided. Topics covered include direct mail, catalogs, mailing lists, copy and media testing, fulfillment, preparation of direct response copy, lead generation, and the role of media in the application of direct marketing.

Prerequisite: MKBU 3225.

MKBU 3438. Retailing. (3 Credits)

The retail merchandising function is examined. Topics covered include: retail strategy, trading-area analysis, store location, market analysis and sales forecasting, merchandise planning and management, retail advertising, store image, pricing and analysis of emerging forms of new retail competition.

Prerequisite: MKBU 3225.

MKBU 3439. ST: Branding. (3 Credits)

This course examines the strategic importance of branding by focusing on the various ways the brands acquire and sustain value in the marketplace. It analyzes relevant and comprehensive theories, ideas and concepts to demonstrate how managers can make strategic branding decisions. Students learn about socio-cultural perspectives on branding and brand management, financial considerations and consequences of branding decisions.

Attributes: OCMK, ENT, FASH, NMDD.

Prerequisite: MKBU 3225.

MKBU 3440. Global Marketing. (3 Credits)

This course addresses the need for global approaches to today's business by focusing on product design, promotion, distribution channels and pricing strategies that are tailored to diverse international cultural, political, competitive and economic environments. Specific attention is placed on the feasibility of import/export, and national or global policies regarding marketing issues.

Attribute: GLBB.

Prerequisite: MKBU 3225.

MKBU 3441. Marketing Research. (3 Credits)

A practical approach to the study of research principles and procedures as an important tool of marketing, stressing the role of research in planning, operating and controlling marketing activities. Problems are examined from the perspective of managerial decision making in the age of computers. Analytical and qualitative techniques and their applications to "live" cases are emphasized.

Attributes: OCMK, PRQU.

Prerequisite: MKBU 3225.

MKBU 3442. ST: Marketing Consulting. (3 Credits)

Small groups of students-maxium 3- will work with organizations on a real life marketing problem. The students will work, with the host organization, but not necessarily at the organizations premises, towards a solution. The solution will be formally presented at the end of the semester to the host organization. Additionally the students will be able to draw on a tutor who is an experienced Marketing professional who will provide academic and practical support. This could be in any area of marketing, for eg: Research; Product Development; Communications; Internet. The students will be responsible for finding a host organization. This will be part of the grading criteria.

MKBU 3444. ST:Chinese Cultural Competency. (3 Credits)

China is governed by culture as well as by government. This course is designed to give Fordham students a competitive edge in marketing through and exploration of cultures-American and Chinese. Preconceptions, misperceptions and expectations are presented from both sides, allowing students to find a common ground for effectively marketing a product and negotiating business deals. In a series of interactive meetings, students are presented with a background on each topic and then carry through to active role-playing, dialogue, and written response demonstrating their understanding of the differences between American and Chinese cultural nuances, points-of-view and expectations.

Attribute: GLBB.

Prerequisite: MKBU 3225.

MKBU 3445. ST: Marketing Analytics. (3 Credits)

The course introduces students to a variety of marketing metrics and analyses. Students will be exposed to syndicated sources of data such as Nielsen and IRI, as well as the techniques for manipulating and analyzing primary data.

Attributes: OCMK, ENT, PRQU.

Prerequisite: MKBU 3225.

MKBU 3446. Marketing in China. (3 Credits)

This course provides students with knowledge needed to develop and execute a successful marketing strategy in China and is divided into three modules: Overview of Chinese history, culture and government, and the economy referred to as capitalism with Chinese characteristics; Chinese business etiquette and its role in developing relationships with government officials, members of other organizations, and individuals; marketing strategy planning and execution, including knowledge of first and second tier markets. Students are challenged to explore their personal beliefs and perceptions, employing self-assessment and role playing techniques and debate social issues from all points of view. Implications for other high-context hierarchical cultures are explored.

Attributes: GLBB, INST, ISAS, ISIN.

Prerequisite: MKBU 3225.

MKBU 3448. ST: Social Marketing. (3 Credits)

This learning-by-doing course introduces students to the marketing dimensions of social innovation and sustainable business. Course projects address the full spectrum of marketing activities from conducting market research and identifying market opportunities to improving existing services and developing new services.

Attributes: BLEB, ENT, SOIN.

Prerequisite: MKBU 3225.

MKBU 3449. ST: Customer Experience Mgt. (3 Credits)

This course aims to teach students the discipline, methodology and process used to comprehensively manage a customer's exposure, interaction and transaction with a company, product, brand or service. It offers an integrated framework for managing customer experiences that would create a competitive advantage for companies.

MKBU 3450. ST: Marketing Entrepreneurial Ventures. (3 Credits)

The entrepreneurial ventures don't have the time, staff, or money for strategy development, testing, and sequential marketing campaigns. Nonetheless, marketing is critically important. This course will introduce students to theories and best practices in marketing for entrepreneurial ventures. Students will analyze and discuss relevant case studies, and they will apply their learning in assignments and group projects.

Attribute: ENT.

Prerequisite: MKBU 3225.

MKBU 3451. ST: Strategic Product Planning. (3 Credits)

This course aims to introduce students to product planning process, including product line and mix strategies. It covers topics that are relevant to "product" part of marketing mix and management. It focuses on the development and application of value-enhancing strategies used by successful product managers.

Prerequisite: MKBU 3225.

MKBU 3452. ST: Mktg&Innovation in Energy. (3 Credits)

The purpose of the course is to frame and critique opportunities for business to create innovations in energy systems. Consequently, the course will seek to induce the student to learn about energy systems in different parts of the world, as well as energy systems supporting different sectors of contemporary economies. This course will encourage students to think broadly, which should influence how to gather information and determine what information to gather.

Prerequisite: MKBU 3225.

MKBU 3453. ST: Innovation and Resilience. (3 Credits)

This course focuses on the process of innovation, including the resilience required to weather inevitable ambiguity, risk, mistakes, and even failures along the journey. Topics include: identifying opportunities, managing creativity, evaluating ideas, decision making in uncertain environments, resilience.

Attribute: ENT.

MKBU 3454. ST: Design Thinking. (3 Credits)

Design thinking is an iterative problem-solving process of discovery, ideation, and experimentation that, when combined with business models, provides decision-makers with effective tools for innovation and transformation. This hands-on course will guide students in the use of a variety of design-based tools and techniques to clarify and solve human-centered organizational, business, and public service challenges.

Attributes: OCMK, ENT, NMAC, NMAT, NMDD, NMMI.

MKBU 3455. Business Anthropology in Global Context. (3 Credits)

Business anthropology is a growing field of study and an emerging professional market, globally. Anthropology holds that there are many different and complex social and cultural ways of ordering life. This course will instruct students on ways to develop and understand local consumer behavior for global brand reach, devise brand strategies for specific markets, and understand brands from a local point of view.

Prerequisite: MKBU 3225.

MKBU 3456. Global Consumer Behavior. (3 Credits)

This course studies consumer behavior in a global context with an interdisciplinary approach. Topics include behavioral science findings and their implications in the marketing mix; socioeconomics, demographic and cultural influences; theories of promotion and communication; consumer behavior models; attitude measurement; perception and consumerism.

Prerequisite: MKBU 3225.

MKBU 3457. Bus Anthrop in Global Context. (3 Credits)

Business anthropology is a growing field of study and an emerging professional market, globally. Business leaders increasingly find that insights from anthropology are necessary to reduce complexity and rethink what they can offer their customers on their terms. This course will instruct students on ways to develop and understand local consumer behavior for global brand reach, devise brand strategies for specific markets, and understand brands from a local point of view.

Prerequisite: MKBU 3225.

MKBU 3458. ST: Global Sustainability Mkt. (3 Credits)

This course aims to provide the knowledge and skills necessary to successfully market sustainable products and services in global markets. It examines global trends and issues that influence the success of sustainability marketing and discusses the role it plays for global companies. Students learn about the key elements of developing a successful marketing approach for sustainable offerings in global markets.

Prerequisite: MKBU 3225.

MKBU 3459. Cross Cultr Consumer Insight. (3 Credits)

This course applies theories of anthropology and ethnography to the study of consumer insights in a cross-cultural context. Topics include the study of cultures and subcultures, ethnographic research designs, customer immersion, and contemporary ethnographic writing.

Attribute: SOIN.

Prerequisite: MKBU 3225.

MKBU 3460. ST: Applied Design Thinking. (3 Credits)

This course focuses on a problem solving approach that is human centered, with an emphasis on ideation and open experimentation. A company that is renowned for incorporating all of these is Walt Disney World. The goal of this class is to use Walt Disney World as a case study to learn the application of both Marketing and Design Thinking.

Prerequisite: MKBU 3225.

MKBU 3461. ST: Sustainable Fashion. (3 Credits)

This course delves deeply into the principles that define sustainable business, as well as the impact areas that are considered both the cause, and areas of cure, within fashion's environmental, social, and economic footprint. It is through this greater understanding of the forces in sustainability that a more comprehensive set of strategic decisions can be considered in the planning and marketing of business within the fashion industry's transforming reality. Through using different readings, cases, and assignments, students will master the analysis of more deeply structured marketing strategies that filter decisions through a broader lens of people, planet, and profit.

Attribute: FASH.

Prerequisite: MKBU 3225.

MKBU 3462. Sustainability Marketing. (3 Credits)

This course aims to introduce students to sustainability related marketing concepts. Various approaches to adopt sustainability marketing practices to help businesses support UN Sustainable Development Goals and create more sustainable solutions to create shared value will be discussed. Topics will include circular economy; stakeholder value creation; purpose-driven marketing; sustainable consumption; and sustainability practices in various industries like fashion, retail, supply chain, and tourism, among others.

Prerequisite: MKBU 3225.

MKBU 3463. ST: Marketing Competition. (0 Credits)

Designing and organizing competitions and training and coaching students. Organizing tasks may include designing and preparing competition objectives and rules, tasks, timelines, judging, and managing the competition. Training and coaching activities may include teaching workshops and other training programs, guiding students on their tasks, reviewing their work and offering feedback, mock presentations, and other forms of support.

MKBU 4101. ST: Psychology of Pricing. (1.5 Credits)

When is it better to price a product at \$3.99 compared to \$4.00? Should an e-tailer include shipping charges in their products' prices or add them separately? Among a marketer's tools, price is arguably the most important because it is the only one that represents revenue, rather than a cost, to the firm. Yet decisions like these are often wrought with complexity and uncertainty. This mini course brings structure to the issue through explorations of consumers' beliefs, feelings, and behaviors with respect to prices and pricing tactics.

Prerequisite: MKBU 3225.

MKBU 4102. ST: Fashion Marketing. (1.5 Credits)

This course examines the marketing mix through the lens of the fashion industry. Topics to be covered include merchandising, new product development with an emphasis on private label and celebrity brands, customer loyalty programs, and licensing. This course will also explore the key issues and challenges of the fashion business model and discuss emerging trends such as m-commerce, social media and apps.

Prerequisite: MKBU 3225.

MKBU 4105. ST: Services Marketing. (3 Credits)

Services account for over 75% of the GDP in the US and, even in a difficult economic environment, many sectors are growing rapidly. This course will provide in-depth analysis of the challenges and opportunities in marketing services to consumers and businesses. Students will learn how to identify, create and develop winning service marketing strategies. Topics will include marketing principles, buyer behavior and delivery of service quality from both consumer and business-to-business perspectives.

Prerequisite: MKBU 3225.

MKBU 4107. ST: Science of Shopping. (1.5 Credits)

The Science of shopping will examine the anthropological dimensions of retail shopping from four interconnected perspectives: practical, relational, socio-economic and sensory-physical. Students will study the pragmatics of shopping – how people manage to navigate to a store; they will explore shopping malls in terms of self-identity, social class and feelings of community; they will look at the rituals of Christmas shopping; they will evaluate the sensory dimensions of a store in experiential shopping. Form exploring the interplay of these variables, students should receive a practical and theoretical understanding of the retail experience for consumers and its importance to our culture.

MKBU 4108. ST: Marketing to Young Consumers. (1.5 Credits)

This course examines special considerations in marketing products designed for infants, preschoolers, kids and tweens. Topics to be covered include concept/product testing with children, advertising to children, the parent vs. child as decision maker, and the role of peer influence on decision making.

Prerequisite: MKBU 3225.

MKBU 4109. ST:Revealing Consumer Insights. (1.5 to 3 Credits)

This course aims to teach students about revealing insights and underlying themes from vast consumer data to identify opportunities for improving consumer products, brands and services. Students will learn to discover insights and overall consumer trends and use them to make strategic marketing decisions.

Prerequisite: MKBU 3225.

MKBU 4111. ST: Cuba in Transition. (1.5 Credits)

Cuba is looking for business models and partnerships that will preserve its egalitarian tradition and its rich historic culture. In this course, through class meetings, assigned readings, and guest speakers, students will learn about the unique Cuban culture and economy that is faced with the challenges of a socialist economic system developing a budding entrepreneurial private sector.

MKBU 4112. ST: Data Driven Sales Strateg. (3 Credits)

This course provides a working understanding of different analytical tools like CRM software, Social Selling strategies and techniques to mine publicly available market data to strengthen sales engagements. In-class role playing utilizing the popular "Challenger Sales" methodology, presentation training and digital tools demonstrations are used enable best-in-class data-driven sales skills .

Prerequisite: MKBU 3225.

MKBU 4441. Marketing Strategy. (3 Credits)

Students exercise the business skills they have developed in previous course work in all functional fields by applying these techniques and theories to a series of marketing challenges. Case analysis and discussion present an integrated approach to decision making that will achieve corporate objectives.

Attribute: OCMK.

Prerequisite: MKBU 3225.

MKBU 4442. ST: Mktg Fincl Services. (3 Credits)

The objective of this course is to provide an understanding of the successful strategies associated with the marketing of financial services. Financial services have witnessed a significant growth in marketing activity during the past five years due to industry deregulation, intensified competition, and the emergence of new technologies and products. These changes have made it critical for business students who anticipate being active in financial services to expand their skill sets and to explore new approaches for successful marketing of these services. Many of these approaches are found through systematic exploration of opportunities arising from the financial decision making styles of consumers the dynamics by which technology will be influencing consumer choices in the near future. This course is intended for students who anticipate becoming active marketers of financial services at some point in their careers. Having completed this course, students should be able to manage consumer marketing activities for a wide array of financial services organizations.

MKBU 4443. ST: Performing Arts in the 21st Century. (3 Credits)

To chart careers with the widest possible scope for their talent, performers must understand the economic system in which they operate. This course provides a basic understanding of the complex business of the arts, through a series of guest lectures by managers of orchestras, theater, dance, and opera companies, record companies, etc. No business experience is required. Offered in collaboration with the Julliard School on their campus at Lincoln Center.

Attributes: CMST, COMC, COMM, THEA.

Prerequisite: MKBU 3225.

MKBU 4446. ST: Entertainment Marketing. (3 Credits)

This is a survey course addressing the fundamental planning and strategic concepts and processes essential for marketing entertainment goods and services in today's competitive domestic and global environments.

Prerequisite: MKBU 3225.

MKBU 4447. ST: Omnichannel Retailing. (3 Credits)

This course will explore the retailing industry that supplies merchandise and experiences to end users, an industry that has always been highly competitive but that has experienced unprecedented and precipitous change in the past 20 years. It covers all the aspects of retail management - both physical and digital - as the industry learns how to cope in an ever-changing environment. Students will use lectures, mini-cases, site visits, and other vehicles to cover the field and how it is facing its challenges.

Prerequisite: MKBU 3225.

MKBU 4448. ST: Bus to Bus Marketing. (3 Credits)

This course offers a comprehensive study of the nature and scope of industrial or business-to-business markets. It focuses on the skills students need to understand the unique needs of business customers and succeed in marketing and management roles within B2B businesses. Topics include exploring business markets and business marketing; creating value for business customers; designing product, pricing and channel strategies.

Prerequisite: MKBU 3225.

MKBU 4451. ST: Data Driven Marketing Decisions. (3 Credits)

The course aims at offering students advanced analytical marketing and decision making tools in order to help them solve typical marketing managerial situations. It will allow students to simulate data driven marketing decisions and formulate sound recommendations. The course will deal with lectures that will immediately be applied to case studies and in-class exercises.

Attribute: PRQU.

Prerequisite: MKBU 3225.

MKBU 4454. ST: Sports Marketing. (3 Credits)

The entertainment sector is a major industry. Within that sector, sports activities are targeting a number of demographic and other segments of the population. While some sports (collegiate and professional) are quite successful in their marketing strategies, others struggle to gain or to hold their audience within a competitive market place. This course evaluates the marketing mix of those sports teams and institutions that are successful and assesses the marketing ingredients of those sports activities that are struggling to gain a larger or profitable share of the audience.

Attribute: SJOR.

Prerequisite: MKBU 3225.

MKBU 4456. ST: Global Corporate Communication. (3 Credits)

The ability to influence is a critical business skill for business professionals in any industry, including consulting. This course focuses on corporate communication, including both internal and external communication. It includes sessions with faculty and industry professionals. We first define corporate communication and persuasion to better understand how organizations develop long-term relationships with clients, as well as internal and external stakeholders. We will discuss how to assess corporate communication, as well as various modes of effective corporate communication. Students will demonstrate their ability to assess stakeholders and audit an organization's communications. They will also gain experience in developing communication plans.

MKBU 4457. ST: CB Consulting Project. (3 Credits)

A team of undergraduate students will have the opportunity to participate in a one semester project acting as consultants in an advisory role. Students will be given a consulting project and asked to complete a plan for a final course of action for which a company can undertake. Students will apply their academic and individual expertise to the development of this plan.

MKBU 4458. ST: Introduction to Public Relations. (3 Credits)

Strategic and tactical approaches are given to public relations as a business and as a business/management tool. Emphasis is on planning and executing public relations programs and activities, including relations with the news media and other external communications as well as internal/organizational communication.

Prerequisite: MKBU 3225.

MKBU 4459. ST: Marketing the Arts. (3 Credits)

Learn how to incorporate marketing techniques, public relations and advertising to develop specific strategies targeting new audiences. These classes will stress how to communicate, present materials and create events that will identify and stimulate new participants. Samples of materials and case studies will be utilized. Selected communities will be analyzed and techniques discussed to best involve them in audience development. For this course, "the Arts" will include theater, dance, museums, painting and the plastic arts. Guest speakers will add both theoretical and practical insights.

MKBU 4462. ST: Global Immersion: Rome. (3 Credits)

This class aims to teach how a city as a whole could be incorporated into the marketing mix and be used for marketing purposes. It is a mix of rigor and eclecticism delivered in an accessible manner, in historical city of Rome. Class meetings prior to departure will be comprised of lectures focused on the class model, as well as film screenings to provide context and prepare students for their experience in Rome.

MKBU 4463. ST: Global Immersion Ireland. (3 Credits)

This study tour course focuses on doing business in Ireland and the European Union by allowing students to personally experience business practices and culture in this major global market. Students meet with faculty and periodically during the preceding semester to discuss reading assignments and tour arrangements. Students travel to Ireland in early January, to meet as a class with local businesses, advertising agencies, the U.S.-Irish Chamber of Commerce, government agencies, and manufactureres and retailers.

Attribute: GLBB.

MKBU 4465. ST: Study Tour in Paris. (3 Credits)**MKBU 4466. ST: Global Immersion Israel. (3 Credits)**

The course provides students the first-hand opportunity to explore a vibrant business environment of Israeli organizations. Students are introduced to the management, marketing, and organizational practices across start-up, national, and international organizations within the country of Israel. Through the examination of impactful environmental factors, the role of national cultural, historical, and political setting are analyzed on how they shape and drive the unique business landscape in Israel. The course is a combination of in-class and online learning during the semester and culminating in a global immersion trip to Israel during the winter break.

MKBU 4469. ST: Global Immersion Germany. (3 Credits)

This course offers students an introduction to the field of social entrepreneurship. It will examine the evolution of social innovation and entrepreneurship theory and practice, compare and contrast organizational models and supportive ecosystems in the United States and Germany, and engage students in charting a course for the future.

MKBU 4477. ST: Study Tour to Spain. (3 Credits)

This course includes travel to Spain for business and cultural site visits as well as pre-travel lectures, assigned readings, pre-travel exam, company research assignments, and a final research paper.

Attribute: GLBB.

MKBU 4484. ST: Study Tour of Tokyo. (3 Credits)

This class aims to teach how a city as a whole could be incorporated into the marketing mix and be used for marketing purposes. It is a mix of rigor and eclecticism delivered in an accessible manner, in an extraordinary mega city of Tokyo. Class meetings prior to departure will be comprised of lectures focused on the class model, as well as film screenings to provide context and prepare students for their experience in Japan.

Prerequisite: MKBU 3225.

MKBU 4485. ST: Study Tour Iceland. (3 Credits)

Students will have the opportunity to learn firsthand the journey Iceland has taken from a country in the middle of a major financial crisis in 2008, to a new era of economic growth beginning in 2011 with growth in GDP as well as declined trends in unemployment. Visits to a variety of marketing /business related companies, both domestic and foreign, will focus on marketing to a segment of the EU that is still in the process of transforming a challenging situation into a country with an improved consumer confidence. A visit to Iceland's capital, Reykjavik, will be a representation of the marketing difficulties that once faced this now thriving city. In addition to business visits, cultural visits will enable students to understand the impact that this financial crisis has had on the social/cultural environment. Students will experience what many regard as "One of Europe's Recovery Success Stories"

Prerequisite: MKBU 3228.

MKBU 4505. E-Commerce. (3 Credits)

This course introduces students to concepts, issues and technologies for transacting electronic business. Topics include use of Internet and Web technologies for interacting with customers and suppliers, electronic business-to-business and business-to-consumer transactions, capturing and processing transactions online, electronic publishing and entertainment, electronic payment, and settlement systems, security and privacy, encryption and firewalls and corporate intellectual property protection.

Attribute: ENT.

Prerequisites: INSY 2300 or INSY 2400.

MKBU 4706. Honors Thesis II - Marketing. (3 Credits)

Honors project in Marketing.

MKBU 4999. Independent Study. (1 to 4 Credits)