MKT 6V99 - Special Topics in Marketing

Special Topics in Marketing (1-6 semester credit hours) Study of rapidly emerging or changing areas within marketing. The specific topic will fall under one of the following categories: advertising, branding, digital marketing, product management, sales, marketing management or marketing analytics and market research. The course may consist of participation in one or more major marketing competitions. May be lecture, readings, individualized study or team based competitions. May be repeated for credit as topics vary (6 semester credit hours maximum). Prerequisite: (MKT 6301 or MKT 6309) or instructor consent required. ([1-6]-0) Y