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**ADVERTISING AND PROMOTION MANAGEMENT  
(MKTG 4175)**

17.Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. Apr 2th, 2024

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### **(MKTG 4175 ONLINE)**

Responses And Advertising Effectiveness," Journal Of Advertising Research, 27 (October-November), 54-62.  
17.Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. Feb 2th, 2024

### **MKTG 435 International Marketing Course Syllabus Spring ...**

MKTG 304 (Marketing Management) With A Grade Of C Or Better. Restrictions: College Of Business Majors Or Minors, Junior Standing Or Higher; Or Departmental Approval Required Course Description: This Course Will Equip Students With The Tools And Terminology To Explore And Understand Marketing Practices In A Global Environment. Putting Yourself As An Jun 1th, 2024

### **Course Syllabus MKTG 7233.001: Creative Marketing ...**

Meisner, Sanford And Dennis Longwell (1984), Sanford Meisner On Acting, New York, NY, Random House.  
Oliver, Mary (1994), A Poetry Handbook, San Diego, CA, Harcourt, Brace And Company. Course Objectives:

- To Develop More Sophisticated Empathy And Interpersonal Communication Skills. Jun 2th, 2024

## **MKTG 565 Data-driven Marketing (DDM)**

Marketing Strategy. We Will Focus On Secondary Data, I.e., Data That Originates From Consumer Behavior. Examples For Secondary Data Are Aggregate Market Data (e.g., Car Sales Data), Disaggregate Panel Data (e.g., Consumer Grocery Shopping Data) And Individual Level Data (e.g., Clickstream Data That Tracks Consumers Behavior Online). May 2th, 2024

## **MKTG 320-01 (20562) Marketing Research TR 1:40 2:55 Pm ...**

1. To Develop A Sense Of Organization, Purpose, Ethical Considerations, And Caution In Planning And Carrying Out Projects Designed To Generate Information For Use In Marketing Decisions. The Scientific Process Will Be Stressed. 2. To Familiarize The Student With A Variety Of Popular Techniques Used In The Collection And Analysis Of Jun 2th, 2024

## **MKTG 649: Marketing Management, Spring 2011 Exam 3 Review ...**

MKTG 649, Spring 2011, Exam 3 Review Questions - Page 1 Of 13 MKTG 649: Marketing Management, Spring 2011 Exam 3 Review Questions NOTE: These Questions Are Illustrative. In Addition To Studying This Set, You Should Also Consult The Relevant Chapters Of Your Text And Your Lectures Notes. Jan 2th, 2024

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International Marketing Plan 11% Team: Drop Boxes (8 @ 3% Each) 21% Exam 1 12% Exam 2 12% Exam 3 12% Exam 4 (Final) 12% Attendance/Participation 9% Total 100% Course Topics: Week 1 Topics: International Marketing Challenges, International Trade. Readings: Chapters 1, 2 In The Jan 2th, 2024

### **Principles Of Marketing MKTG 281 Business Management ...**

Principles Of Marketing – MKTG 281. Business Management Program . Course Outline . COURSE IMPLEMENTATION DATE: Pre 1998 . OUTLINE EFFECTIVE DATE: September 2020 . COURSE OUTLINE REVIEW DATE: March 2025 . GENERAL COURSE DESCRIPTION: To Gain An Overview Of The Marketing Process As It Applies To Marketing Products And/or Services In Mar 1th, 2024

### **MKTG 458 Models Of Consumer Behavior**



This Course Provides An Overview Of Consumer Behavior And Is Based Primarily On The Discipline Of Social Psychology. The Course Goals Are: 1. To Acquire An Understanding Of The Psychological Jun 1th, 2024

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