

MBAO4600 : Special Topics in Management: Marketing Creativity

This course will cover advanced topics, models, and methods in marketing, including analytical tools and decision-making frameworks. Topics include market research, online marketing, consumer behavior, social network marketing, and outbound and inbound marketing techniques. We will also consider marketing in nonprofit settings and the challenges of international marketing. Course content will be flexible to reflect the latest thought and practice. Guest speakers will present special topics. Students will undertake research projects and present results to the class.

Prerequisites: MBAO4073, MBAO2080

Credits 3

Cross Listed

Global College

Prerequisite Courses

[MBAO2080: Marketing Management](#)

[MBAO4073: Strategic Management](#)