# MARKETING COURSE PATHS

## Additional courses if you are seeking a career in...

### FUNDAMENTALS

<table>
<thead>
<tr>
<th>COURSE 1</th>
<th>COURSE 2</th>
<th>COURSE 3</th>
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<tbody>
<tr>
<td>Digital Marketing</td>
<td>MKT 9780 Digital Marketing</td>
<td>MKT 9738 Web Analytics and Intelligence</td>
</tr>
<tr>
<td>Digital Account Management</td>
<td>Learn how to use Digital Tools to</td>
<td>Build strategic and operational</td>
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<tr>
<td></td>
<td>market your business.</td>
<td>understanding of analytics and insights</td>
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<td>Digital Analytics</td>
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<td>to optimize business decision-making</td>
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<tr>
<td>Digital Marketing Manager</td>
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### MKT 9703 Marketing Management

- MKT 9703: Marketing Management

### MKT 9716 Consumer Behavior

- MKT 9716: Consumer Behavior

### MKT 9702 Marketing Research

- MKT 9702: Marketing Research

### MKT 9701 Marketing Management

- MKT 9701: Marketing Management

### MKT 9705 Marketing Analytics

- MKT 9705: Marketing Analytics

### MKT 9706 International Marketing Management

- MKT 9706: International Marketing Management

### MKT 9700: Digital Marketing

- MKT 9700: Digital Marketing

### MKT 9702: Search Engine Marketing

- MKT 9702: Search Engine Marketing

### MKT 9703: Social Media Marketing

- MKT 9703: Social Media Marketing

### MKT 9704: Data-driven Marketing Strategy

- MKT 9704: Data-driven Marketing Strategy

### MKT 9705: Marketing Strategy

- MKT 9705: Marketing Strategy

### MKT 9706: International Marketing Management

- MKT 9706: International Marketing Management

### MKT 9707: Advertising and Marketing Communications

- MKT 9707: Advertising and Marketing Communications

### MKT 9708: Data-driven Marketing Strategy

- MKT 9708: Data-driven Marketing Strategy

### MKT 9709: Marketing Strategy

- MKT 9709: Marketing Strategy

### MKT 9710: Advertising and Marketing Communications

- MKT 9710: Advertising and Marketing Communications

### IBS 9702: Special Topics in IB

- IBS 9702: Special Topics in IB

### IBS 9703: Global Firms, Cultures and Govt

- IBS 9703: Global Firms, Cultures and Govt

### IBS 9704: Digital Marketing Strategy

- IBS 9704: Digital Marketing Strategy

### IBS 9705: Global Advertising & Marketing Communication

- IBS 9705: Global Advertising & Marketing Communication

### IBS 9706: Internet Marketing and Global Business

- IBS 9706: Internet Marketing and Global Business

### ALL OTHER COURSES Offered

- MKT 9701: Advertising and Marketing Communications
- MKT 9702: Media Planning in the Digital age
- MKT 9703: Marketing Analytics
- MKT 9704: Data-driven Marketing Strategy
- MKT 9705: Marketing Strategy
- MKT 9706: International Marketing Management
- MKT 9707: Advertising and Marketing Communications
- MKT 9708: Digital Marketing
- MKT 9709: Social Media Marketing
- MKT 9710: Digital Marketing Strategy
- MKT 9711: Global Advertising & Marketing Communication
- MKT 9712: Emerging Markets & IB Env
- MKT 9713: Special Topics in IB
- IBS 9704: Internet Marketing and Global Business
- IBS 9705: Global Firms, Cultures and Government
- IBS 9706: Introduction to International Business
- IBS 9707: Special Topics in IB
- IBS 9708: Emerging Markets & IB Env
- IBS 9709: Special Topics in IB
- IBS 9710: International Business Strategy