

Course Schedule - Fall 2006

Business Administration

537 ***Advanced Topics in Marketing*** Credit: 4 hours.

Seminar on topics associated with the development of marketing theory. Topics may vary from year to year, and include classics in marketing exchange, development, and thought as well as current research frontiers involving product usage, market definition, data base modeling, and pricing. May be repeated to a maximum of 8 hours. Students may take multiple topics under the course designation, but can only take each topic once for credit towards degree requirements. Prerequisite: Ph.D. standing in BADM or consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
29693	lecture-discussion	A	06:00 PM - 08:50 PM	W	room 322 David Kinley Hall	Qualls, W