

PSYC CONSUMER PSYCHOLOGY MINOR MARKETING ELECTIVE (APCN)

Code	Title	Course Units
MKTG 2250	Principles of Retailing	0.5
MKTG 2340	Idea Generation & the Systematic Approach for Creativity	0.5
MKTG 2370	Introduction to Brain Science for Business	0.5
MKTG 2390	Visual Marketing	1
MKTG 2410	Entrepreneurial Marketing	0.5
MKTG 2470	Marketing Strategy for Technology Platforms	0.5
MKTG 2540	Pricing Policy	0.5
MKTG 2650	Principles of Advertising	1
MKTG 2660	Marketing for Social Impact	1
MKTG 2680	Contagious: How Things Catch On	0.5
MKTG 2710	Models for Marketing Strategy	1
MKTG 2770	Marketing Strategy	1
MKTG 2780	Strategic Brand Management	1
MKTG 2790	AI in Our Lives: The Behavioral Science of Autonomous Technology	1
MKTG 3500	Special Topics - Consumer Neuroscience	0.5
MKTG 9400	Measurement and Data Analysis in Marketing - Part A	0.5
MKTG 9410	Measurement and Data Analysis in Marketing - Part B	0.5
MKTG 9420	Research Methods in Marketing - Part A	0.5
MKTG 9430	Research Methods in Marketing - Part B	0.5