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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. 4th, 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:

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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). 4th, 2024.

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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 4th, 2024
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This Course Provides An Overview Of Consumer Behavior And Is Based Primarily On The Discipline Of Social Psychology. The Course Goals Are:
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