

A. B. Freeman School of Business--Tulane University
Spring 2012
Revised: 2/2/2012 11:50 AM
Undergraduate Courses

CRN #	New Course Number	Course Title	Credit Hours	Instructor	Class Limit	Day	Time	Room G/W	Prerequisites
Marketing									
Spring 2012									
REQUIRED COURSES:									
17513	MKTG 3010-01	Consumer Behavior/Marketing Fundamentals*	3	Hamerman, Eric	45	MW	2:00p-3:15p	101	Required non-business courses & junior standing
17514	MKTG 3010-02	Consumer Behavior/Marketing Fundamentals*	3	Hamerman, Eric	45	MW	3:30p-4:45p	101	Required non-business courses & junior standing
20363	MKTG 3010-21	Consumer Behavior/Marketing Fundamentals*	3	Hamerman, Eric	45	MW	6:30p-7:45p	101	Required non-business courses & junior standing
17515	MKTG 4100-01	Consumer Behavior*	3	Sujan, Mita	45	TR	9:30a-10:45a	140	Pre- or corequisite: MKTG 3010
17516	MKTG 4100-02	Consumer Behavior*	3	Sujan, Mita	45	TR	12:30p-1:45p	140	Pre- or corequisite: MKTG 3010
17517	MKTG 4120-01	Marketing Strategy*	3	Howard, John	50	TR	11:00a-12:15p	151	MKTG 3010
17518	MKTG 4120-02	Marketing Strategy*	3	Howard, John	50	TR	2:00p-3:15p	130	MKTG 3010
20364	MKTG 4220-01	Sales Force Management*	3	Sujan, Harish	45	TR	11:00a-12:15p	100	Pre- or corequisite: MKTG 3010
20365	MKTG 4220-02	Sales Force Management*	3	Sujan, Harish	45	TR	2:00p-3:15p	110	Pre- or corequisite: MKTG 3010
ELECTIVE COURSES:									
21392	MKTG 4170-01	Marketing Planning and Implementation*	3	Wilkins, Kevin	40	TR	11:00a-12:15p	131	Pre- or Corequisite: MKTG 3010 & junior standing or above.
20366	MKTG 4200-01	Retailing*	3	Cook, Victor	40	TR	2:00p-3:15p	140	Pre- or Corequisite: MKTG 3010 & junior standing or above.
20367	MKTG 4200-02	Retailing*	3	Cook, Victor	40	TR	3:30p-4:45p	140	Pre- or Corequisite: MKTG 3010 & junior standing or above.
17519	MKTG 4240-21	Relationship Marketing*	3	Hailey, Rob	45	M	6:30p-9:15p	100	Pre- or Corequisite: MKTG 3010 & junior standing or above.

*OPEN TO BUSINESS STUDENTS ONLY. ALL OTHER STUDENTS MUST COMPLETE A COURSE REQUEST FORM IN THE OFFICE OF UNDERGRADUATE EDUCATION, SUITE 200 IN THE BUSINESS SCHOOL.

PLEASE NOTE: FOR COURSES REQUIRING A LAPTOP, THE LAPTOP MUST USE THE WINDOWS OPERATING SYSTEM AS ITS BASE OPERATING SYSTEM. APPLE, MACINTOSH, OR EQUIVALENT COMPUTERS AND COMPUTERS RUNNING THE LINUX OR SIMILAR OPERATING SYSTEMS ARE NOT ALLOWED.