

KISSAN JOSEPH, Ph. D.

ADDRESS

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2182 Capitol Federal Hall
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Lawrence, Kansas 66045
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Home:
1140 Parkside Circle
Lawrence, Kansas 66049
(785) 842-1677 (home)
(785) 766-8177 (cell)

EDUCATION

1992

Ph. D.
Major Field: Marketing
Supporting Field: Econometrics

Krannert Graduate School of Management
Purdue University, West Lafayette, IN

1985

M.S. (Physics, 5-year integrated program)
Indian Institute of Technology, New Delhi

EMPLOYMENT HISTORY

August 2014 -

Professor of Marketing
University of Kansas

August 1999 – August 2014

Associate Professor of Marketing
University of Kansas

August 1993 – August 1999

Assistant Professor of Marketing
University of Kansas

August 1992 - May 1993

Visiting Assistant Professor
Purdue University

PUBLICATIONS

- Joseph, Kissan, Abir Mandal, and Sumanta Singha (2020), “Predicting Amazon’s Choice of HQ2 from Social Media: Evidence from the Tweets of Informed Sources,” *Journal of Applied Business and Economics*, 22 (10), 215 – 232.
- Zhang, Zelin, Peter Popkowski-Leszczyc, Rilliang Qu, and Kissan Joseph (2019), “A Joint Optimal Model of Pricing, Rebate Value, and Redemption Hassle,” *Decision Sciences*, 50 (5), 1060-1092

- Joseph, Kissan and Oksana Loginova (2019) "Clipping Coupons: Redemption of Offers with Forward-Looking Consumers," *Economics Bulletin* 39 (3), 1694 – 1700.
- Bansal, Naresh, Kissan Joseph, Minghui Ma, and M. Babajide Wintoki (2017), "Do CMO Incentives Matter? An Empirical Investigation of CMO Compensation and Its Impact on Firm Performance," *Management Science*, 63 (6), 1993 – 2015. [Guy Mabry Research Award, School of Business, KU]
- Zhang, Zelin, Kissan Joseph and Ramanathan Subramaniam (2015), "Probabilistic Selling Under Quality-Differentiation," *Management Science*. 61 (8), 1938 – 1958.
- Ivanov, Vladimir, Kissan Joseph and M. Babajide Wintoki (2013) "Disentangling the Market Value of Customer Satisfaction: Evidence from Market Reaction to the Unanticipated Component of ACSI Announcements," *International Journal of Research in Marketing*, 30 (2), 168 - 178
- Joseph, Kissan and M. Babajide Wintoki (2013), "Advertising Investments, Information Asymmetry, and Insider Gains," *Journal of Empirical Finance*, 22 (June) 1 – 15, **Lead Article**
- Joseph, Kissan, Ramanathan Subramaniam, and Vivek Patil (2013), "The Impact of Consumption Hassle on Pricing Schedules," *Managerial and Decision Economics*, 34 (1) 1 – 14. **Lead Article.**
- Joseph, Kissan, M. Babajide Wintoki, and Zelin Zhang (2011), "Forecasting Abnormal Stock Returns and Trading Volume Using Investor Sentiment: Evidence from Online Search," *International Journal of Forecasting*, 27 (4), 1116 – 1127.
- Mantrala, Murali K., Sonke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, Leonard Lodish (2010), "Sales Force Modeling: State of the Field and Research Agenda," *Marketing Letters*, 21 (3), 255 - 272
- Joseph, Kissan and Murali Mantrala (2009) "A Model of the Role of Free Drug Samples in Physicians' Prescription Decisions," *Marketing Letters*, 20 (1), 15 – 29.
- Joseph, Kissan and Alex Thevaranjan (2008), "Investigating Pricing Solutions to Combat Spam: Postage Stamp and Bonded Senders," *Journal of Interactive Marketing*, 22 (Winter), 21 – 35.

- Hansen, Anna-Kristen, Kissan Joseph, and Manfred Krafft (2008), "Price-Delegation in Sales Organizations: An Empirical Investigation," *Bu R, Business Research Journal of the German Academic Association for Business Research*, 1 (1), 94 – 104.
- Choi, Boemjoon, Kissan Joseph, and Dennis Rosen (2008), "Why do Service Providers Employ their Face-Shots in Marketing Communications?" *Seoul Journal of Business*, 14 (June), 105 -121.
- Joseph, Kissan, Vivek Patil, and David N. Laband (2005), "Author Order and Research Quality," *Southern Economic Journal*, 71 (3), 545 -555.
- Joseph, Kissan and Vernon Richardson (2002), "Free Cash Flow, Agency Costs, and the Affordability Method of Advertising Budgeting," *Journal of Marketing*, 66 (1), 94 – 107.
- Joseph, Kissan (2001), "On the Optimality of Delegating Pricing Authority to the Sales Force," *Journal of Marketing*, 65 (1), 62 – 70.
[Guy Mabry Research Award, School of Business, KU] (Also featured in the publication preview section of Marketing News, January 1, 2001, and in Sales and Marketing Management magazine, October 2001).
- Thevaranjan, Alex and Kissan Joseph (1999), "Incentives and Job Redesign: The Case of the Personal Selling Function," *Managerial and Decision Economics*, 20,205-216.
- Joseph, Kissan and Alex Thevaranjan, (1999) "Optimal Monitoring in Sales Force Control Systems," *Marketing Letters*, 10 (2), 161 – 176.
- Joseph, Kissan and Alex Thevaranjan (1998), "Monitoring and Incentives In Sales Organizations: An Agency-Theoretic Perspective," *Marketing Science*, 17 (2), 107-123. [Guy Mabry Research Award, School of Business, KU]
- Joseph, Kissan and Manohar U. Kalwani (1998), "The Role of Bonus Pay In Salesforce Compensation Plans," *Industrial Marketing Management*, 27 (2), 147 - 159.
- Joseph, Kissan and Manohar U. Kalwani (1995), "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," *Marketing Letters*, 6 (3), 183-197. [Guy Mabry Research Award, School of Business, KU]

- Joseph, Kissan and Manohar U. Kalwani (1992), "Do Bonus Payments Help Enhance Salesforce Retention?" *Marketing Letters*, 3 (4), 331-341.

BOOK CHAPTERS

- Coughlan, Anne T. and Kissan Joseph (2012), "Sales Force Compensation: Research Insights and Research Potential," *Handbook of Business-to-Business Marketing*, Editors: Gary Lilien and Rajdeep Grewal, ISBM, 417 – 432.

PUBLISHED EDITORIALS

- Mantrala, Murali K., Sonke Albers, Srinath Gopalakrishna, and Kissan Joseph (2008), "Introduction: Special Issue on Enhancing Sales force Productivity," *Journal of Personal Selling and Sales Management*, 28 (2), 109 -114.

RESEARCH FELLOWSHIPS AND PROFESSORSHIPS

- Oswald Research Fellowships, Summer 2001, 2002, 2003, 2004, 2005
- Stockton Research Fellowship, 2005 - 2019
- Crown/Sherr Professor 2019 -

TEACHING AWARDS

- Selected as one of five runners-Up, Bubb Award, 2017
- Recipient, Best Instructor in MBA Core, Fall 2016.
- Selected as one of ten runners-Up, Bubb Award, 2013
- Recipient, Byron Shutz Award for Excellence in Teaching, Spring 2010
- Selected as one of five runners-up, Bubb Award, 2004.
- "Excellence in Teaching" Award presented by the Center for Teaching Excellence, University of Kansas, May 2000.
- Voted Top Ten in Teaching, Business School Faculty, University of Kansas, 1995-1996.
- Outstanding Graduate Student Instructor Award, 1987, 1992, Purdue University.

SERVICE AWARDS

- Gordon Fitch Outstanding Service Award, School of Business, 2016.

COURSES TAUGHT

- Marketing Management (undergraduate, graduate)

- Sales force Management (undergraduate and graduate).
- Internet Marketing (undergraduate and graduate)
- Pricing (graduate) & Marketing Research (undergraduate)
- ROI-Driven Marketing (graduate)

RESEARCH GRANTS

- GRF, University of Kansas, Summer 2014, “An Analysis of Non-Linear Compensation Plans for Sales People (\$5200)
- GRF, University of Kansas, Summer 2012, “On the Design of Consumption Hassle” (\$5200)
- GRF, University of Kansas, Summer 2008, “Modeling Consumer Response to Coupon Expiration Dates” (\$6044)
- GRF, University of Kansas, Summer 2006, “ROI of Generic Drug Sampling Programs” (\$3067)
- Social Sciences and Humanities Research Council of Canada, March 2005, “Combating Spam in Digital Media,” (CAD \$ 14, 000)
- GRF, University of Kansas, Summer 2005, “Quantity Surcharges in Tuna: An Explanation Based on Hassle Costs” (\$2000)
- GRF, University of Kansas, Summer 2004, “Characterizing a Pricing Solution to Combat Spam” (\$3000)
- GRF, University of Kansas, Summer 2003, “Prescription Drug Promotion: The Role and Value of Physicians’ Samples Under Competition” (\$6500)
- GRF, University of Kansas, Summer 2002, “Choice of Performance Metrics in Sales Force Compensation Contracts: Sales Revenue or Gross Margins?” (\$5382)
- GRF, University of Kansas, Summer 2001, “Why Do Group Incentives Work? A Signalling Explanation.”(\$7500)
- GRF, University of Kansas, Summer 2000, “Delegating Pricing Authority to the Salesforce: Towards An Integrated Framework.” (\$3500)
- GRF, University of Kansas, Summer 1999, “On the Optimality of Delegating Pricing Authority to the Salesforce.” (\$4,000)
- GRF, University of Kansas, Summer 1998, “The Role of Customer Satisfaction Incentives in Sales Organizations: A Theoretical and Empirical Investigation.” (\$4,000)
- GRF, University of Kansas, Summer 1997, "Salesforce Compensation Plans: A Fundamental Test of the Agency-Theoretic Perspective." (\$7,500)
- GRF, University of Kansas, Summer 1996, "The Impact of the Cost of Measuring

- Behavior on the Agency-Theoretic Approach to the Design of Salesforce Compensation Plans." (\$5,400)
- GRF, University of Kansas, Summer 1995, "The Impact of Incentive Pay on Salesperson Satisfaction With Pay: An Empirical Investigation." (\$5,000)
 - New Faculty Research Grant, University of Kansas, Summer 1994, "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans." (\$5,000)

ACADEMIC HONORS

- Guy Mabry Research Award, School of Business, 2001, 1998, 1995, 2017
- AMA Doctoral Consortium Fellow, 1990.
- David Ross Dissertation Fellowship, Purdue University, 1990 - 1991.

INVITED PRESENTATIONS

- Invited to present the paper, "Incentives and Hard-Selling: A Theoretical Investigation," at the New Horizons in Management Research Seminar Series, Darden Graduate School of Business Administration, University of Virginia, December 10, 1998.
- Invited to present the paper, "Delegating Pricing Authority to the Sales Force: Why Less May be More," at Monash University, Melbourne, Australia, June 8, 2001.
- Invited to present the paper, "The Impact of Customer Satisfaction Metrics on Corporate Governance: Substitution and Signaling Effects," October 12, 2007, Syracuse University

CONFERENCE PRESENTATIONS

- "Design of Pricing Surcharges to Uncover Private Demand Information," paper presented at VI Enhancing Sales Force Productivity Conference, Missouri University, March 2018.
- "MBAs in the C-Suite: When Do They Add Value," paper presented at Marketing Science Conference, Emory University, Atlanta, GA 2014 and Marketing Strategy Meets Wall Street Conference, SMU. Singapore, January 2015.
- "A New Model of Consumer Redemption Behavior," paper presented at Marketing Science Conference, Istanbul, Turkey, June 2013.
- "On the Design of Consumption Hassle," paper presented at Marketing Science Conference, Boston University, June 2012.

- “The Information Content of Sales Force Sizing Announcements,” paper presented at the Marketing Meeting Wall Street Conference II, Boston, May, 2011 & the Marketing Science Conference, Rice University, June 2011.
- “Design and Pricing of Probabilistic Quality,” paper presented at Marketing Science Conference, University of Cologne, June 2010.
- “Forecasting Abnormal Stock Returns and Trading Volume Using Investor Sentiment: Evidence from Online Search,” paper presented at Marketing Science Conference, University of Cologne, June 2010.
- “Customer Satisfaction and Stock Prices: A Second Look,” paper presented at Marketing Science Conference, University of Michigan, June 2009.
- “Selection of Salespeople: An Agency-Theoretic Perspective,” invited presentation at the Erin Anderson B2B Conference, Wharton School, October, 2008.
- “Why do Firms Contract on Sales when Salespeople Influence Margins?” paper presented at Sales force Productivity Conference, Christian-Albrechts University, Kiel, Germany, May 2008 & Marketing Science Conference, Vancouver, June 2008.
- “Mail in Rebate Promotions: Time Inconsistent Preference or Price Discrimination?” paper presented at Marketing Science Conference, Singapore Management University, June 2007.
- “Design of Rebate Promotions,” paper presented at Marketing Science Conference, Pittsburgh University, June 2006.
- “Quantity Surcharges in Tuna: An Explanation Based on Hassle Costs,” paper presented at Marketing Science Conference, Emory University, June 2005.
- “Prescription Drug Promotion: The Role and Value of Physicians’ Samples Under Competition,” paper presented at the Marketing Science Conference, University of Maryland, June 2003.
- “Designing Incentives for Service Organizations: Service Standardization and Unexplored Store Heterogeneity,” paper presented at the Marketing Science Conference, University of Maryland, June 2003.
- “Choice of Metrics in Sales Force Compensation Contracts: Sales Revenue or Gross Margins?” paper presented at the Marketing Science Conference, Edmonton, Alberta, Canada, June 2002.
- “Delegating Pricing Authority to the Sales Force: Why Less May be More,” paper presented at the Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Managerial Ownership and the Affordability Method of Advertising Budgeting:

- An Empirical Investigation,” paper presented at the Marketing Science Conference, UCLA, June 2000.
- "On the Optimality of Delegating Pricing Authority to the Salesforce,” paper presented at INFORMS, Philadelphia, November 1999.
 - Incentives and Job Redesign: The Case of the Personal Selling Function,” paper presented at the Marketing Science Conference, Syracuse University, May 1999.
 - "Incentives and Hard-Selling: A Theoretical Investigation,” paper presented at the Midwest Marketing Camp, University of Iowa, May 1998, and the Marketing Science Conference, INSEAD, France, July 1998.
 - "Adoption and Abandonment of Strategy Models: A Multi-Level Empirical Analysis,” paper presented to the Academy of Management, Boston, August 1997
 - "Sales force Compensation Plans: A Fundamental Test of the Agency-Theoretic Approach,” paper presented at the Marketing Science Conference, University of California, Berkeley, March 1997.
 - "On the Design of Control Systems in Sales Organizations: An Agency-Theoretic Perspective," paper presented at the Marketing Science Conference, University of Florida, March 1996.
 - “The Impact of Environmental Uncertainty on the Design of Sales force Compensation Plans," paper presented at INFORMS National Meeting, Los Angeles, April 1995.
 - "Bonus Payment Practices and their Impact on the Efficiency of Sales Organizations," paper presented at the Marketing Science Conference, University of Arizona, March, 1994.
 - "Bonus Payments: Issues, Alternatives and Findings," paper presented at the Marketing Science Conference, Washington University, March, 1993.
 - "Optimal Allocation of Resources Designed to Support Sales Effort", paper presented at the Marketing Science Conference, University of Delaware, March 1991.
 - "On the Design of Compensation Plans in Team Selling Situations," paper presented at the ORSA / TIMS Conference, October, 1990.
 - "Design of Sales Contracts with Resource Allocation: An Agency Theoretic Perspective," paper presented at the Marketing Science Conference, University of Illinois, March 1990, and the Albert Haring Symposium, April 1990.
 - Discussant at the Albert Haring Symposium, April 1989.

SERVICE ACTIVITIES

University

- Provost Search Committee, 2015 – 2016
- Climate Study Steering Group, 2015 – 2016
- Tuition Advisory Committee, 2013 – 2015
- Parking and Transit, 2013 - 2015
- Chair, P&R Committee, 2005 - 2007
- P&R Committee, 2004 - 2005.
- Compensation Committee, 2002 - 2004.

School

- Chair, P&T Committee 2016 – 2017
- P&T Committee, School of Business, 2014-2016
- RED Team, 2013-2016
- P&T Committee, School of Business, 2009 – 2013
- Dean Search Committee, School of Business, 2010 – 2011
- Chair, Marketing Search, 1 position, 2009-2010.
- P&T Committee, School of Business, 2007 – 2008.
- Chair, P&T Committee, 2006 - 2007
- Chair, Marketing Search, 3 positions, 2004-2005.
- Executive Committee, School of Business, 2002 – 2004.
- Co-Chair, P&T Committee, School of Business, 2001 – 2002
- P&T Committee, School of Business, 2000 – 2001.
- AIS Search Committee, 2000 - 2002.

PROFESSIONAL ACTIVITIES

- Designed and implemented Study Abroad program in India, December 2010 – January 2011 (22 students)
- Mentored and led student team to Sales Simulation contest, Indiana University, October 2010 (2nd place in field of 17).
- Conference Co-Chair, 3rd Enhancing Sales force Productivity Conference, Sponsored by Journal of Personal Selling and Sales Management, University of Kansas, April 2010
- Conference Co-Chair, 1st Enhancing Sales force Productivity Conference, Sponsored by Journal of Personal Selling and Sales Management, University of Missouri and Marketing Science Institute, April 2006

- Editorial Board, Special Issue on Enhancing Sales force Productivity, Journal of Personal Selling and Sales Management, Fall 2007.
- Editorial Review Board: Australasian Marketing Journal, 2002 -
- Editorial Review Board: Journal of Marketing, 2002 - 2005
- Ad Hoc Reviewer: Journal of Marketing, Journal of Marketing Research, Journal of Marketing, Management Science, Marketing Science, Journal of Retailing, Journal of Business, Marketing Letters, Managerial and Decision Economics, European Journal of Operational Research, AMA Educators' Conference, Industrial Marketing Management, Human Systems Management. (Highlighted as Most Productive and Most Timely Reviewer, Marketing Science 2003)
- Reviewer: John A. Howard Doctoral Dissertation Competition, AMA 1998

PERSONAL

- Married (spouse Nisha), children (Dravid (28), Alita (24), and Rita (16))
- US Citizen
- Avid tennis player

**SUMMARY OF TEACHING EVALUATIONS AT KU
KISSAN JOSEPH**

Semester	Course	Rating on Q-5 (Max: 5)
Fall 93	BUS 476	4.42
Fall 93	BUS 476	4.09
Spring 94	BUS 641	4.32
Spring 94	BUS 895	4.05
Fall 94	BUS 641	4.35
Fall 94	BUS 895	4.27
Spring 95	BUS 476	4.03
Spring 95	BUS 476	3.65
Fall 95	BUS 895 (RC)	4.08
Fall 95	BUS 895 (Law)	4.67
Spring 96	BUS 710	3.69
Spring 96	BUS 710	3.62
Summer 96	BUS 476	4.80
Fall 96	BUS 641	4.12
Spring 97	BUS 710	3.88
Spring 97	BUS 710	4.10
Spring 97	BUS 476	4.09
Summer 97	BUS 711	4.02
Spring 98	BUS 476	3.54
Spring 98	BUS 476	4.10
Spring 98	BUS 641	4.13
Summer 98	BUS 711	4.26
Fall 98	BUS 641	4.44
Fall 98	BUS 711	4.41
Spring 99	BUS 476	4.09
Spring 99	BUS 476	4.29

Semester	Course	Rating on Q-5 (Max: 5)
Summer 99	BUS 711	3.97
Spring 00	BUS 641	4.13
Spring 00	BUS 476	4.36
Spring 00	BUS 476	3.69
Summer 00	BUS 711	4.09
Fall 00	BUS 649N	4.52
Fall 00	BUS 895N	4.60
Spring 01	Elements of Marketing (Sabbatical at the University of New South Wales, Sydney)	4.60
Fall 01	BUS 649N	4.15
Fall 01	BUS 895N	4.41
Spring 02	BUS 711	4.23
Spring 02	BUS 641	4.00
Summer 02	BUS 711	4.36
Fall 02	BUS 649N	3.91
Fall 02	BUS 895N	4.76
Spring 03	BUS 711	3.92
Spring 03	BUS 641	4.61
Summer 03	BUS 711	4.18
Fall 03	BUS 649 N	4.54
Fall 03	BUS 895 N	4.57
Spring 04	MKTG 425: Sales force Management	4.39
Summer 04	BUS 895: Pricing	4.41
Fall 04	MKTG 450: Internet Marketing	3.98
Fall 04	BUS 895 N: Internet Marketing	4.42

Spring 05	MKTG 425: Sales force Management	4.24
Spring 05	MKTG 415: Marketing Research	4.14
Summer 05	BUS 895: Pricing	4.07
Fall 05	MKTG 450: Internet Marketing	4.13
Fall 05	BUS 895: Internet Marketing	4.42
Spring 06	MKTG 425: Sales Force Management	4.24
Spring 06	MKTG 425: Sales Force Management	4.27
Summer 06	BUS 895: ROI-Driven Marketing	4.38
Fall 06	MKTG 450: Internet Marketing	3.91
Fall 06	BUS 895: Internet Marketing	4.70
Spring 07:	MKTG 425: Sales force Management	4.14
Spring 07	BUS 772: Sales force Management	4.65
Spring 07:	Bus 995: Marketing Models	4.67
Summer 07:	BUS 895: ROI-Driven Marketing	4.04
Fall 07:	MKTG 450: Internet Marketing	4.22
Fall 07	MKTG 710: Internet Marketing	4.06
Summer 08	BUS 895: ROI-Driven Marketing	3.90
Fall 08	MKTG 450: Internet Marketing	3.79
Fall 08	MKTG 710: Internet Marketing	4.16
Spring 09	MKGT 425: Sales Force Management	4.45
Spring 09	MKTG 709: Sales Force Management	4.57
Summer 09	BUS 895: ROI-Driven Marketing	4.13
Fall 09	MKTG 425: Sales Force Management	4.44
Fall 09	MKTG 701: Marketing Management	3.59
Fall 09	BUS 995: Marketing Models	5.00
Spring 10	MKTG 450: Internet Marketing	4.27
Spring 10	MKTG 710: Internet Marketing	4.57
Summer 10	BUS 895: ROI-Driven Marketing	3.94

Fall 10	MKTG 425: Sales Force Management	4.41
Fall 10	MKTG 701: Marketing Management	3.30
Spring 11	MKTG 450: Internet Marketing	4.17
Spring 11	MKTG 710: Internet Marketing	4.50
Summer 11	MKTG 895: ROI-Driven Marketing	3.94
Fall 11	MKTG 711: Marketing Management	3.42
Fall 11	MKTG 425: Sales Force Management	4.34
Fall 12	MKTG 425: Sales Force Management	4.50
Fall 12	MKTG 701: Marketing Management	4.22
Spring 13	MKTG 450: Internet Marketing	4.65
Spring 13	MKTG 710: Internet Marketing	4.42
Fall 13	MKTG 425: Sales Force Management	4.55
Fall 13	MKTG 701: Marketing Management	3.84
Spring 14	MKTG 450: Internet Marketing	4.02
Spring 14	BBA 304: Marketing	4.10
Fall 14	MKTG 425: Sales Force Management	4.53
Fall 14	MKTG 810: Marketing Management	4.12
Spring 15	MKTG 450: Internet Marketing	4.00
Spring 15	BBA 304: Marketing	3.92
Fall 15	MKTG 425: Sales Force Management	4.64
Fall 15	MKTG 810: Marketing Management	4.96
Spring 16	MKTG 450: Internet Marketing	4.67
Spring 16	BBA 304: Marketing	4.64
Fall 16	MKTG 425: Sales Force Management	4.64
Fall 16	MKTG 810: Marketing Management	4.58
Spring 17	MKTG 400: Professional Selling Skills	4.33
Fall 17	MKTG 315: Sales Force Management	4.75
Fall 17	MKTG 425: Sales Force Management	4.35
Fall 17	MKTG 810: Marketing Management	4.40

Spring 18:	MKTG 400: Professional Selling Skills	4.70
Fall 18	MKTG 315: Sales Force Management	5.00
Fall 18	MKTG 315: Sales Force Management	4.35
Fall 18	MKTG 810: Marketing Management	4.19
Fall 19	MKTG 315/415: Sales Force Management	3.84
Fall 19	MKTG 810: Marketing Management	4.04

Course Legend

BUS 476, 710, and 711: Marketing Management (Undergraduate, Graduate Lawrence Campus, and Graduate Regents Center, respectively).

BUS 641 and BUS 895: Sales Force Management (undergraduate and graduate)

BUS 649N and BUS 895N: Internet Marketing (undergraduate and graduate)