

MKTG 1520 - Selected Marketing Topics

Fall 2026 Syllabus, Section 01, CRN 44232,

Credit hours: 3

Public Instructor Information

Instructor Title: Dr. Bruce Keillor

Instructor Professional Qualifications:

PhD Business Administration, University of Memphis

MBA, Minnesota State University

BA Economics/Japanese Studies, University of Minnesota

Instructor Office Location: WCBA 3341

Instructor Office Phone: 330-941-1894

Course Description

1520. Selected Marketing Topics. Topics vary each semester. Subject matter and number of credit hours announced in advance of each offering. May be taken twice with change of topic. Prereq.: special approval required. 1-3 s.h.

Course Readings

Group	Title	Author	ISBN
	No readings		

No readings

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Course Schedule

Week of	Proposed Topic	Due/To Prepare for Class
8/24	See "Additional Information"	
8/31	See "Additional Information"	
9/7	See "Additional Information"	
9/14	See "Additional Information"	
9/21	See "Additional Information"	
9/28	See "Additional Information"	
10/5	See "Additional Information"	
10/12	See "Additional Information"	
10/19	See "Additional Information"	
10/26	See "Additional Information"	
11/2	See "Additional Information"	
11/9	See "Additional Information"	
11/16	See "Additional Information"	
11/23	See "Additional Information"	
11/30	See "Additional Information"	
12/7	See "Additional Information"	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.