## Marketing and Logistics

### LGAV/Aviation Logistics

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<tr>
<td>LGAV 3100</td>
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### LSCM/Logistics, Supply Chain MGMT

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This course allows students to critically examine consumer role sets in culturally diverse settings, brand preference formation in different cultures, and cultural imperatives in the marketing of products and services. Emphasis is placed on issues and challenges in doing business in other cultures/countries. Students acquire skills in creative and critical thinking, working in groups, appreciating other cultures and harnessing their values within the university community and the larger society. Class exercises, examination, and written and verbal presentations enhance students’ self-awareness and openness to different perspectives.

**BLENDED COURSE- UNIQUE MEETING PATTERN. MKTG 2650.001 MEETS FACE-TO-FACE ON TUESDAYS IN THE CLASSROOM, AND MEETS OUTSIDE THE CLASSROOM IN GROUPS FOR MANDATORY LAB ON THURSDAYS.**

Also meets: **R 11:00 am-12:20 pm NO ASSGN 8/28/17-12/15/17**

**MKTG 2650 CULTURE & CONSUMPTION**

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**MKTG 3010 PROFESSIONAL SELLING**

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MKTG 3650      MARKETING FOUNDATIONS
001 (1509)  CRE 3.0  MWF  10:00 am-10:50 am  LYCM  Strutton H
002 (1699)  CRE 3.0  M   06:30 pm-09:20 pm  BLB  180  Blankson C
003 (1639)  CRE 3.0  TR  09:30 am-10:50 am  LYCM  Thompson K
004 (1640)  CRE 3.0  W  02:00 pm-04:50 pm  BLB  180  Strutton H
070 (17609) CRE 3.0  M  06:00 pm-07:20 pm  CHEC  Orosy G
CLASS MEETS AT COLLIN HIGHER EDUCATION CENTER, 3452 SPUR 399, MCKINNEY, TX 75096
501 (17650) CRE 3.0  T  02:00 pm-03:20 pm  FRSC 112  Orosy G
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

MKTG 3660      ADVERTISING MGT
001 (1510)  CRE 3.0  MWF  01:00 pm-01:50 pm  BLB  250  Bennett A
007 (1661)  CRE 3.0  TR  09:30 am-10:50 am  INET  Naletelich K
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
777 (1848)  CRE 3.0  TR  09:30 am-10:50 am  INET  Naletelich K
WEB-BASED INSTRUCTION.
THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

MKTG 3700      MARKETING METRICS
001 (1732)  CRE 3.0  TR  08:00 am-09:20 am  BLB  245  Ganesh G
002 (1824)  CRE 3.0  MWF  01:00 pm-01:50 pm  BLB  070  Ganesh G

MKTG 3710      MKTG RES AND ANALYTICS
001 (1511)  CRE 3.0  R  06:30 pm-09:20 pm  BLB  255  Mims T
002 (1512)  CRE 3.0  MW  02:00 pm-03:20 pm  BLB  255  Blankson C

MKTG 3720      INTERNET MKTG
001 (1695)  CRE 3.0  T  02:00 pm-04:50 pm  BLB  055  Chowdhury J

MKTG 3881      PERSONAL DEVELOPMENT
001 (1513)  CRE 1.0  R  05:00 pm-05:50 pm  BLB  080  Suber T
THIS COURSE IS FOR 1 CREDIT HOUR AND MEETS ONCE A WEEK FOR AN HOUR.

MKTG 4120      CONSUMER BEHAVIOR
001 (1514)  CRE 3.0  TR  11:00 am-12:20 pm  BLB  010  Spears N
002 (1515)  CRE 3.0  MWF  01:00 pm-01:50 pm  BLB  010  Kidwell B
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MKTG 4800  INTERNSHIP IN M OR L
751  (1518)  CRE 3.0  Joiner J
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4805  SALES INTERNSHIP
751  (1854)  CRE V  Lewin J
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4890  MARKETING PROBLEMS
001  (1704)  CRE 3.0  M  02:00 pm-04:50 pm  BLB 225  Gade M
002  (1866)  CRE 3.0  M  06:30 pm-09:20 pm  BLB 170  Thompson K

MKTG 4900  SPECIAL PROBLEMS
700  (1872)  CRE 3.0  Blankson C
    Course Topic: INTERN PROFESSIONAL SELLING
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
701  (1881)  CRE V
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
708  (1519)  CRE V
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5150  MKTG MANAGEMENT
001  (1521)  CRE 3.0  M  06:30 pm-09:20 pm  BLB 170  Thompson K
007  (17475)  CRE 3.0  INET  Thompson K
    WEB-BASED INSTRUCTION.
    THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS
    RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS
    SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE
    SECTION OF THE COURSE IF APPLICABLE.
040  (16936)  CRE 3.0  R  09:30 am-12:30 pm  BLB 060  Guzman F
    RESTRICTED TO STUDENTS ENROLLED IN THE FULL-TIME COHORT IN BUSINESS MANAGEMENT.
501  (16036)  CRE 3.0  T  06:30 pm-09:20 pm  FRSC 104  Pelton L
    THIS COURSE MEETS AT THE FRISCO CAMPUS
    2811 INTERNET BLVD., FRISCO TX  75034.
777  (17476)  CRE 3.0  INET  Thompson K
    RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
    WEB-BASED INSTRUCTION.
    THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT
    DEPARTMENT.

MKTG 5200  CUSTOMER BEHAVIOR
007  (1657)  CRE 3.0  INET  Spears N
    WEB-BASED INSTRUCTION.
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    SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE
    SECTION OF THE COURSE IF APPLICABLE.
777  (1658)  CRE 3.0  INET  Spears N
    WEB-BASED INSTRUCTION.
    THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT
    DEPARTMENT.

MKTG 5250  ADV MKTG ANALYTICS
007  (1641)  CRE 3.0  INET  Ganesh G
    WEB-BASED INSTRUCTION.
    THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS
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    SECTION OF THE COURSE IF APPLICABLE.
MKTG 5800 MKTG INTERNSHIP
751 (1679) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5850 STRATEGIC MARKETING
001 (1522) CRE 3.0 M 06:30 pm-09:20 pm BLB 170
Thompson K

MKTG 5900 SPECIAL PROBLEMS
714 (1524) CRE 3.0
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5910 SPEC PROBS
701 (1828) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6010 MARKETING THOUGHT
001 (17933) CRE 3.0 R 02:00 pm-04:50 pm BLB 314
Strutton H

MKTG 6940 INDIVIDUAL RES
700 (1535) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (1537) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
706 (1541) CRE 12.0
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6950 DISSERTATION
700 (1545) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
701 (1546) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (1547) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
703 (1548) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
704 (1549) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
705 (1550) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
707 (1552) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
708 (1553) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
709 (1554) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

MKTG 5000 MKTG CONCEPTS
1.5 CREDIT HOUR COURSE
WEB-BASED INSTRUCTION.
THIS COURSE MEETS FROM AUGUST 25 - OCTOBER 5. AN EXPERIENTIAL COMPONENT IS AVAILABLE TO F-1 VISA HOLDERS UPON REQUEST.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

080 (15539)  CRE 1.5  INET  Thompson K
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.
SECTION 080 AND 086 REQUIRE DEPARTMENT CONSENT. IF YOU ARE IN THE ACCELERATED ONLINE MBA PLEASE CONTACT THE GRADUATE PROGRAMS OFFICE IN THE COLLEGE OF BUSINESS AT 940.369.8977.
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

086 (15540)  CRE 1.5  INET  Thompson K
THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.
SECTION 080 AND 086 REQUIRE DEPARTMENT CONSENT. IF YOU ARE IN THE ACCELERATED ONLINE MBA PLEASE CONTACT THE GRADUATE PROGRAMS OFFICE IN THE COLLEGE OF BUSINESS AT 940.369.8977.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

777 (15499)  CRE 1.5  INET  Thompson K
THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.
THIS COURSE MEETS FROM AUGUST 25 --OCTOBER 5. AN EXPERIENTIAL COMPONENT IS AVAILABLE TO F-1 VISA HOLDERS UPON REQUEST.

**OPSM/Operations and Supply Management**

**OPSM 3830  OPERATIONS MGMT**

001 (1430)  CRE 3.0  MW  03:30 pm-04:50 pm  BLB 055  Fite J

002 (15025)  CRE 3.0  T  06:30 pm-09:20 pm  BLB 070  Bryant A

007 (1431)  CRE 3.0  INET  Ojha D
WEB-BASED INSTRUCTION.
THIS IS AN INTERNET COURSE. COURSE ENROLLMENT IS RESTRICTED AND NON-TEXAS RESIDENT STUDENTS RESIDING OUTSIDE OF THE STATE ARE NOT ELIGIBLE TO ENROLL IN THIS SECTION. CONTACT THE DEPARTMENT FOR ENROLLMENT ASSISTANCE IN AN APPROPRIATE SECTION OF THE COURSE IF APPLICABLE.

008 (16387)  CRE 3.0  TR  02:00 pm-03:20 pm  BLB 155  Egan T

501 (16279)  CRE 3.0  R  06:00 pm-08:50 pm  FRSC 133  Egan T
THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.

777 (1786)  CRE 3.0  INET  Ojha D
WEB-BASED INSTRUCTION.
THIS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

**OPSM 4810  PURCH & MAT MGMT**

001 (1439)  CRE 3.0  M  06:30 pm-09:20 pm  BLB 010  Ogden J
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<td>MFG PLAN &amp; CNTL</td>
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<td>06:30 pm-09:20 pm</td>
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<td>PRODUCTIVITY &amp; QUALITY</td>
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<td>06:30 pm-09:20 pm</td>
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<td>Gallia M</td>
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