# Marketing and Logistics

## LGAV/Aviation Logistics

<table>
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<th>Course Code</th>
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<td>LGAV 3100</td>
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## LSCM/Logistics, Supply Chain MGMT

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Course Topic: GREEN WORKSHOP

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Course Topic: BEHAVIORAL EXPERIMENTATION

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Course Topic: GREEN WORKSHOP

LSCM 6940 INDIVIDUAL RESEARCH

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 6950 DOCTORAL DISSERTATION

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

LSCM 5830 DIST & LOG ANALYSIS

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.
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG/Marketing

MKTG 2650 CULTURE & CONSUMPTION
BLENDED COURSE FACE TO FACE AND INTERNET

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.

**MKTG 3010  PROFESSIONAL SELLING**

001 (1432) CRE 3.0 TR 12:30 pm-01:50 pm BLB 080 Smith T
002 (1433) CRE 3.0 TR 02:00 pm-03:20 pm BLB 080 Smith T
003 (1693) CRE 3.0 MW 09:30 am-10:50 am BLB 260 Suber T
501 (17686) CRE 3.0 T 03:30 pm-06:20 pm FRSC 129 Suber T

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

**MKTG 3650  MARKETING FOUNDATIONS**

001 (1434) CRE 3.0 MWF 09:00 am-09:50 am ESSC 255 Strutton H
002 (1603) CRE 3.0 M 06:30 pm-09:20 pm BLB 180 Blankson C
003 (1556) CRE 3.0 TR 09:30 am-10:50 am LYCM Thompson K
004 (1557) CRE 3.0 W 02:00 pm-04:50 pm BLB 180 Strutton H
005 (17260) CRE 3.0 F 09:00 am-11:50 am BLB 260 Chowdhury J
070 (17978) CRE 3.0 M 06:00 pm-07:20 pm CHEC Smith J

CLASS MEETS AT COLLIN HIGHER EDUCATION CENTER, 3452 SPUR 399, MCKINNEY, TX 75096

501 (17687) CRE 3.0 T 02:00 pm-03:20 pm FRSC 161 Mims T

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

502 (18658) CRE 3.0 M 06:00 pm-08:50 pm FRSC 128 Strutton H

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

**MKTG 3660  ADVERTISING MGT**

001 (1435) CRE 3.0 TR 12:30 pm-01:50 pm BLB 245 Houser J
007 (1572) CRE 3.0 INET Ketron S

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 (1719) CRE 3.0 INET Ketron S

THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

WEB-BASED INSTRUCTION.

**MKTG 3700  MARKETING METRICS**

001 (1629) CRE 3.0 TR 02:00 pm-03:20 pm BLB 070 Ganesh G
002 (1703) CRE 3.0 MW 02:00 pm-03:20 pm BLB 055 Ganesh G
501 (17989) CRE 3.0 W 03:30 pm-06:20 pm FRSC 107 Mims T

THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

**MKTG 3710  MKTG RES AND ANALYTICS**

001 (1436) CRE 3.0 R 06:30 pm-09:20 pm BLB 005 Mims T
002 (1437) CRE 3.0 MW 02:00 pm-03:20 pm BLB 255 Blankson C

**MKTG 3881  PERSONAL DEVELOPMENT**

001 (1438) CRE 1.0 R 05:00 pm-05:50 pm BLB 180 Suber T

THIS COURSE IS FOR 1 CREDIT HOUR AND MEETS ONCE A WEEK FOR AN HOUR.
MKTG 4120  CONSUMER BEHAVIOR
001 (1439) CRE 3.0  TR 11:00 am-12:20 pm  BLB 010  Spears N
002 (1440) CRE 3.0  MW 11:00 am-12:20 pm  BLB 260  Rajagopal P
003 (17261) CRE 3.0  F 06:30 pm-09:20 pm  BLB 140  Schibik A

MKTG 4280  GLOBAL MARKETING
001 (1441) CRE 3.0  MW 02:00 pm-03:20 pm  BLB 010  Smith J
002 (1549) CRE 3.0  TR 12:30 pm-01:50 pm  BLB 055  Chowdhury J

MKTG 4330  PROD PLNG BRND MGMT
001 (1599) CRE 3.0  R 02:00 pm-04:50 pm  BLB 245  Guzman F
002 (1657) CRE 3.0  MW 03:30 pm-04:50 pm  BLB 015  Alvarado Karste
003 (15617) CRE 3.0  T 06:30 pm-09:20 pm  BLB 270  Muniz F

MKTG 4470  BUSINESS MARKETING
001 (1729) CRE 3.0  TR 11:00 am-12:20 pm  BLB 035  Smith T

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4520  MARKETING CHANNELS
007 (1575) CRE 3.0  INET  Bergestuen T
WEB-BASED INSTRUCTION.
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777 (1720) CRE 3.0  INET  Bergestuen T
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.

MKTG 4570  SALES ANALYTICS
001 (1721) CRE 3.0  TR 11:00 am-12:20 pm  BLB 065  Houser J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4600  RETAILING
001 (15618) CRE 3.0  TR 11:00 am-12:20 pm  BLB 245  Smith J
007 (1727) CRE 3.0  INET  Smith J
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 (1722) CRE 3.0  INET  Smith J
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.

MKTG 4620  E-MKTG TOOLS
001 (1662) CRE 3.0  TR 09:30 am-10:50 am  BLB 225  Chowdhury J

MKTG 4630  RETAILING II
001 (1442) CRE 3.0  TR 12:30 pm-01:50 pm  BLB 250  Panda S
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.

MKTG 4670  ADVANCED SALES
001 (1730) CRE 3.0  TR 09:30 am-10:50 am  BLB 050  Houser J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4770  SALES MANAGEMENT
MKTG 4800  INTERNSHIP IN M OR L
751  (1443)  CRE 3.0  Smith T
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 4805  SALES INTERNSHIP
751  (1724)  CRE V  Houser J
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 4890  MARKETING PROBLEMS
001  (15620)  CRE 3.0 R  Pelton L
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 4900  SPECIAL PROBLEMS
700  (1738)  CRE V
Course Topic:  INTERN PROFESSIONAL SELLING
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.
701  (1744)  CRE V
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.
702  (1444)  CRE V
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 4980  EXPERIMENT COURSE
501  (18381)  CRE 3.0 T  Heere B
Course Topic:  INT'L BRAND STRATEGIES IN SEI
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

MKTG 5150  MKTG MANAGEMENT
040  (14630)  CRE 3.0 R  Guzman F
RESTRIC TED TO STUDENTS ENROLLED IN THE FULL-TIME COHORT IN BUSINESS MANAGEMENT.
501  (17688)  CRE 3.0 T  Mims T
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

MKTG 5800  MKTG INTERNSHIP
751  (1589)  CRE V
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 5900  SPECIAL PROBLEMS
701  (1447)  CRE 3.0
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 5910  SPEC PROBS
701  (1705)  CRE V
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 6010  MARKETING THOUGHT
001  (16376)  CRE 3.0 R  Kidwell B
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

MKTG 6900  SPECIAL PROBLEMS
702  (15643)  CRE V  Guzman F
RESTRIC TED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.
710  (15644)  CRE V

MKTG 6940  INDIVIDUAL RES
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6950 DISSENTATION

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

MKTG 5150 MKTG MANAGEMENT

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
MKTG 5200 CONSUMER BEHAVIOR

007 (15880) CRE 3.0 INET Spears N
WEB-BASED INSTRUCTION.
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080 (15876) CRE 3.0 INET Spears N
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086 (15877) CRE 3.0 INET Spears N
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

777 (15881) CRE 3.0 INET Spears N
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

MKTG 5560 RETL & MKTG CHANNELS

080 (17881) CRE 3.0 INET Pelton L
WEB-BASED INSTRUCTION.
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086 (17882) CRE 3.0 INET Pelton L
WEB-BASED INSTRUCTION.
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session Two

MKTG 5250 ADV MKTG ANALYTICS

007 (15896) CRE 3.0 INET Ganesh G
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
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080 (15889) CRE 3.0 INET Ganesh G
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086 (15894) CRE 3.0 INET Ganesh G
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Eight Week Session Two

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