# Marketing and Logistics

## LGAV/Aviation Logistics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Section</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LGAV 3100</td>
<td>AV INTRO</td>
<td>001</td>
<td>3.0</td>
<td>TR</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 225</td>
<td>Joiner J</td>
</tr>
<tr>
<td>LGAV 3110</td>
<td>AV MAINT</td>
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<td>LGAV 3140</td>
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<td>3.0</td>
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## LSCM/Logistics, Supply Chain MGMT

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<th>Course Code</th>
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<th>Section</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
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<tbody>
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<td>LSCM 3960</td>
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<td>MWF</td>
<td>12:00 pm-12:50 pm</td>
<td>BLB 055</td>
<td>Manuj I</td>
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<tr>
<td></td>
<td></td>
<td>002</td>
<td>3.0</td>
<td>TR</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 180</td>
<td>Grimaldo Jr J</td>
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<td>06:30 pm-09:20 pm</td>
<td>BLB 250</td>
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<td>070</td>
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<td>M</td>
<td>06:00 pm-08:50 pm</td>
<td>CHEC 133</td>
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<td></td>
<td>501</td>
<td>3.0</td>
<td>M</td>
<td>11:00 am-12:20 pm</td>
<td>FRSC 133</td>
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</table>

This course meets at the Frisco Campus.

2811 Internet Blvd., Frisco TX 75034.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Section</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
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<td>M</td>
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<th>Time</th>
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<tr>
<td>LSCM 4510</td>
<td>LSCM AND BUS ANALYSIS</td>
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This class meets in BLB 150C.

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<th>Time</th>
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<td>LOGISTICS INTERNSHIP</td>
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<td>Nowicki D</td>
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Restricted course. Approval required. Contact department.
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RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Manuj I

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Pohlen T

Course Topic:  GREEN WORKSHOP

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Pohlen T

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

LSCM 6940  INDIVIDUAL RESEARCH

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

CRE V

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

CRE V

LSCM 6950  DOCTORAL DISSERTATION

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Manuj I

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Randall W

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Sauser B

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Manuj I

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Pohlen T

RESTRICTED COURSE.  APPROVAL REQUIRED.  CONTACT DEPARTMENT.

Prybutok V

Eight Week Session One

LSCM 5900  SPEC PROBS

080 (17747) CRE 3.0  AOP  Farris II M

Course Topic:  INDUST 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.

086 (17748) CRE 3.0  AOP  Farris II M

Course Topic:  INDUST DIST & LOG ANALYSIS
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS IS COURSE RESTRICTED.  LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

Eight Week Session Two
**LSCM 5900**

**SPEC PROBS**

080 (17749) CRE 3.0  
AOP  
Ogden J  
Course Topic: STRATEGIC SUPPLY MGMT  
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.

086 (17750) CRE 3.0  
AOP  
Ogden J  
Course Topic: STRATEGIC SUPPLY MGMT  
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.  
WEB-BASED INSTRUCTION.  
THIS IS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

**MKTG/Marketing**

**MKTG 2650**

CULTURE & CONSUMPTION

001 (1488) CRE 3.0  
T 11:00 am-12:20 pm  
BLB 170  
Pelton L  
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 HARNESING 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  8/27/18-12/14/18

002 (1812) CRE 3.0  
R 11:00 am-12:20 pm  
BLB 170  
Pelton L  
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.  
BLENDED COURSE-UNIQUE MEETING PATTERN. MKTG 2650.002 MEETS FACE-TO-FACE ON THURSDAYS IN THE CLASSROOM, AND MEETS OUTSIDE THE CLASSROOM IN GROUPS FOR MANDATORY LAB ON TUESDAYS.  
Also meets: T 11:00 am-12:20 pm NO ASSGN  8/27/18-12/14/18

**MKTG 3010**

PROFESSIONAL SELLING

001 (1489) CRE 3.0  
TR 12:30 pm-01:50 pm  
BLB 080  
Houser J  

002 (1490) CRE 3.0  
MW 02:00 pm-03:20 pm  
BLB 080  
Suber T  

003 (1775) CRE 3.0  
MWF 09:59 am-10:50 am  
BLB 225  
Suber T  

070 (17804) CRE 3.0  
M 07:30 pm-08:50 pm  
CHEC  
Orosy G  

501 (17551) CRE 3.0  
T 03:30 pm-06:20 pm  
FRSC 161  
Orosy G  

**MKTG 3650**

MARKETING FOUNDATIONS

001 (1491) CRE 3.0  
MWF 09:59 am-10:50 am  
RTFP 110  
Strutton H  

002 (1673) CRE 3.0  
M 06:30 pm-09:20 pm  
BLB 180  
Blankson C  

003 (1619) CRE 3.0  
TR 09:30 am-10:50 am  
LYCM  
Thompson K  

004 (1620) CRE 3.0  
W 02:00 pm-04:50 pm  
BLB 180  
Strutton H  

070 (17559) CRE 3.0  
M 06:00 pm-07:20 pm  
CHEC  
Orosy G
MKTG 3660    ADVERTISING MGT
001 (1492)  CRE 3.0  TR  12:30 pm-01:50 pm  BLB 250
007 (1639)  CRE 3.0  INET

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 (1803)  CRE 3.0  INET

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

WEB-BASED INSTRUCTION.

MKTG 3700    MARKETING METRICS
001 (1703)  CRE 3.0  TR  12:30 pm-01:50 pm  BLB 015  Ganesh G
002 (1786)  CRE 3.0  MWF 12:59 pm-01:50 pm  BLB 070

MKTG 3710    MKTG RES AND ANALYTICS
001 (1493)  CRE 3.0  R  06:30 pm-09:20 pm  BLB 255
002 (1494)  CRE 3.0  MW  02:00 pm-03:20 pm  BLB 255  Blankson C

MKTG 3720    INTERNET MKTG
001 (1670)  CRE 3.0  T  02:00 pm-04:50 pm  BLB 055  Chowdhury J

MKTG 3881    PERSONAL DEVELOPMENT
001 (1495)  CRE 1.0  M  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 (1496)  CRE 3.0  TR  11:00 am-12:20 pm  BLB 010
002 (1497)  CRE 3.0  MWF 12:59 pm-01:50 pm  BLB 010  Kidwell B
003 (17203) CRE 3.0  M  02:00 pm-04:50 pm  BLB 225

MKTG 4280    GLOBAL MARKETING
001 (1498)  CRE 3.0  MWF 12:00 pm-12:50 pm  BLB 005
002 (1611)  CRE 3.0  TR  12:30 pm-01:50 pm  BLB 055  Chowdhury J
501 (17812) CRE 3.0  W  06:00 pm-08:50 pm  FRSC 112  Chowdhury J

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

MKTG 4330    PROD PLNG BRND MGMT
001 (1668)  CRE 3.0  R  02:00 pm-04:50 pm  BLB 245  Guzman F
002 (1735)  CRE 3.0  MW  09:59 am-11:20 am  BLB 010  Guzman F
003 (17204) CRE 3.0  T  06:30 pm-09:20 pm  BLB 225

MKTG 4470    BUSINESS MARKETING
001 (1813)  CRE 3.0  TR  09:30 am-10:50 am  BLB 050

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4520    MARKETING CHANNELS
007 (1642)  CRE 3.0

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 (1804)  CRE 3.0  INET

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

WEB-BASED INSTRUCTION.
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Spears N

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Strutton H

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Thompson K

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

**MKTG 5000  MKTG CONCEPTS**

007  (14675)  CRE 1.5  Thompson K
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  (14712)  CRE 1.5  Thompson K
WEB-BASED INSTRUCTION.
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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.

066  (14713)  CRE 1.5  INET  Thompson K
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.

**MKTG 5150  MKTG MANAGEMENT**

007  (17753)  CRE 3.0  Thompson K
WEB-BASED INSTRUCTION.
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AOP Thompson KCRE 3.0080 (17751)
WEB-BASED INSTRUCTION.
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AOP Thompson KCRE 3.0086 (17752)
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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INET Spears NCRE 3.0007 (17531)
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
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INET Spears NCRE 3.0080 (17527)
WEB-BASED INSTRUCTION.
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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

INET Spears NCRE 3.0086 (17528)
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS IS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

INET Spears NCRE 3.0777 (17532)
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS IS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

MKTG 5200 CUSTOMER BEHAVIOR

007 (17531) CRE 3.0 INET Spears N
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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080 (17527) CRE 3.0 INET Spears N
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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

86 (17528) CRE 3.0 INET Spears N
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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777 (17532) CRE 3.0 INET Spears N
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
THIS IS COURSE RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

Eight Week Session Two

MKTG 5250 ADV MKTG ANALYTICS

007 (17547) CRE 3.0 INET Ganesh G
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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080 (17540) CRE 3.0 INET Ganesh G
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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### OPSM/Operations and Supply Management

**OPSM 3830 OPERATIONS MGMT**

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This course is restricted to students residing out-of-state only. Contact department for enrollment assistance in an appropriate section of the course if applicable.

**OPSM 4810 PURCH & MAT MGMT**

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**OPSM 4820 MFG PLAN & CNTL**

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