## Marketing and Logistics

### LGAV/Aviation Logistics

**LGAV 3100**  
**AV INTRO**  
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<th>Days</th>
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### LSCM/Logistics, Supply Chain MGMT

**LSCM 3960**  
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CLASS MEETS AT COLLIN HIGHER EDUCATION CENTER, 3452 SPUR 399, MCKINNEY, TX 75096.

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

**LSCM 4360**  
**INTERNATIONAL SCM**  
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**LSCM 4530**  
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THIS COURSE MEETS AT THE FRISCO CAMPUS  
2811 INTERNET BLVD., FRISCO TX 75034.

**LSCM 4540**  
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THIS IS A VIDEOCONFERENCE COURSE

**LSCM 4550**  
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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.

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.

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  TR  12:30 pm-01:50 pm  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 104  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 225  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
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<th>Days</th>
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<td></td>
<td>3.0</td>
<td>MW</td>
<td>02:00pm-03:20pm</td>
<td>BLB 010</td>
<td>Smith J</td>
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<tr>
<td>002</td>
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<td>3.0</td>
<td>TR</td>
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<td>BLB 055</td>
<td>Chowdhury J</td>
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<td>Guzman F</td>
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<td>003</td>
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<td>TR</td>
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<td>Bergestuen T</td>
<td>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.</td>
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<td>INET</td>
<td>Bergestuen T</td>
<td>This course is restricted. Limited to students residing out-of-state only. Contact Department. Web-Based Instruction.</td>
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<td>BLB 065</td>
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<td>Restricted Course. Approval Required. Contact Department.</td>
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<td>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.</td>
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<td>This course meets at the Frisco Campus 2811 Internet Blvd., Frisco TX 75034.</td>
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<td>Smith J</td>
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<td>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.</td>
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<td>001</td>
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<td>BLB 035</td>
<td>Houser J</td>
<td>Restricted Course. Approval Required. Contact Department.</td>
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MKTG 4800  INTERNSHIP IN M OR L
751 (1443)  CRE 3.0  Smith T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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

MKTG 4890  MARKETING PROBLEMS
001 (15620)  CRE 3.0  R  06:30 pm-09:20 pm  BLB 180  Pelton L

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

MKTG 4980  EXPERIMENT COURSE
501 (18381)  CRE 3.0  T  06:30 pm-07:50 pm  FRSC 128  Heere B
Course Topic: EXPERIMENT COURSE
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

MKTG 5150  MKTG MANAGEMENT
040 (14630)  CRE 3.0  R  09:30 am-12:20 pm  BLB 060  Guzman F
RESTRICTED TO STUDENTS ENROLLED IN THE FULL-TIME COHORT IN BUSINESS MANAGEMENT.
501 (17688)  CRE 3.0  T  06:30 pm-09:20 pm  FRSC 107  Mims T
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

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

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

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

MKTG 6010  MARKETING THOUGHT
001 (16376)  CRE 3.0  R  02:00 pm-04:50 pm  BLB 281  Kidwell B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
711 (17262)  CRE V  W  08:00 am-10:50 am  BLB 285  Rajagopal P
Course Topic: BEHAVIORAL EXPERIMENTATION
712 (17263)  CRE V  F  02:00 pm-04:50 pm  BLB 285  Kidwell B
Course Topic: GREEN WORKSHOP

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

MKTG 6950 DISSERTATION

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

MKTG 5150 MKTG MANAGEMENT

WEB-BASED INSTRUCTION.

WEB-BASED INSTRUCTION.

WEB-BASED INSTRUCTION.

WEB-BASED INSTRUCTION.
MKTG 5200  CONSUMER BEHAVIOR

007 (15880)  CRE 3.0  INET  Spears N
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.

080 (15876)  CRE 3.0  INET  Spears N
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 (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.
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.

086 (17882)  CRE 3.0  INET  Pelton L
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
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.
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.

080 (15889)  CRE 3.0  INET  Ganesh G
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
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.

086 (15894)  CRE 3.0  INET  Ganesh G
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.
WEB-BASED INSTRUCTION.

**OPS/M/Operations and Supply Management**

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<td>PURCH &amp; MAT MGMT</td>
<td>Bryant A</td>
<td>R</td>
<td>05:00 pm-07:50 pm</td>
<td>FRSC 107</td>
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<td>MFG PLAN &amp; CNTL</td>
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<td>M</td>
<td>06:30 pm-09:20 pm</td>
<td>BLB 010</td>
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<td>Hawkins T</td>
<td>R</td>
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**Eight Week Session Two**

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