# Marketing and Logistics

## LGAV/Aviation Logistics

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Section</th>
<th>Credits</th>
<th>Time</th>
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## LSCM/Logistics, Supply Chain MGMT

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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.

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LSCM 6940 INDIVIDUAL RESEARCH

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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LSCM 6950 DOCTORAL DISSERTATION

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 5830 DIST & LOG ANALYSIS

WEB-BASED INSTRUCTION.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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 MW 02:00 pm-03:20 pm BLB 080 Smith T
003 (1693) CRE 3.0 TR 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 161 Mims T

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

502 (18659) CRE 3.0 T 06:30 pm-09:20 pm FRSC 129 Ganesh G

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
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<th>Instructor</th>
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<td>002 (1440)</td>
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<td>GLOBAL MARKETING</td>
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<td>CRE 3.0  TR</td>
<td>02:00 pm-04:50 pm</td>
<td>BLB 165</td>
<td>Bergestuen T</td>
</tr>
<tr>
<td>002 (1657)</td>
<td>CRE 3.0  MW</td>
<td>03:30 pm-04:50 pm</td>
<td>BLB 270</td>
<td></td>
</tr>
<tr>
<td>003 (15617)</td>
<td>CRE 3.0  T</td>
<td>06:30 pm-09:20 pm</td>
<td>BLB 270</td>
<td></td>
</tr>
<tr>
<td>MKTG 4600</td>
<td>RETAILING</td>
<td>11:00 am-12:20 pm</td>
<td>BLB 035</td>
<td>Smith J</td>
</tr>
<tr>
<td>001 (15618)</td>
<td>CRE 3.0  TR</td>
<td>02:00 pm-04:50 pm</td>
<td>BLB 165</td>
<td>Bergestuen T</td>
</tr>
<tr>
<td>002 (1657)</td>
<td>CRE 3.0  MW</td>
<td>03:30 pm-04:50 pm</td>
<td>BLB 270</td>
<td></td>
</tr>
<tr>
<td>003 (15617)</td>
<td>CRE 3.0  T</td>
<td>06:30 pm-09:20 pm</td>
<td>BLB 270</td>
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</tr>
<tr>
<td>MKTG 4620</td>
<td>E-MKTG TOOLS</td>
<td>11:00 am-12:20 pm</td>
<td>BLB 035</td>
<td>Smith J</td>
</tr>
<tr>
<td>001 (1662)</td>
<td>CRE 3.0  TR</td>
<td>02:00 pm-04:50 pm</td>
<td>BLB 165</td>
<td>Bergestuen T</td>
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<tr>
<td>002 (1657)</td>
<td>CRE 3.0  MW</td>
<td>03:30 pm-04:50 pm</td>
<td>BLB 270</td>
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<tr>
<td>003 (15617)</td>
<td>CRE 3.0  T</td>
<td>06:30 pm-09:20 pm</td>
<td>BLB 270</td>
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<td>MKTG 4630</td>
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<td>BLB 270</td>
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<tr>
<td>001 (15618)</td>
<td>CRE 3.0  TR</td>
<td>02:00 pm-04:50 pm</td>
<td>BLB 165</td>
<td>Bergestuen T</td>
</tr>
<tr>
<td>002 (1657)</td>
<td>CRE 3.0  MW</td>
<td>03:30 pm-04:50 pm</td>
<td>BLB 270</td>
<td></td>
</tr>
<tr>
<td>003 (15617)</td>
<td>CRE 3.0  T</td>
<td>06:30 pm-09:20 pm</td>
<td>BLB 270</td>
<td></td>
</tr>
</tbody>
</table>

**WEB-BASED INSTRUCTION.**

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**WEB-BASED INSTRUCTION.**

THIS COURSE MEETS AT THE FRISCO CAMPUS

2811 INTERNET BLVD., FRISCO TX 75034.
WEB-BASED INSTRUCTION.
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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
001 (1723) CRE 3.0 TR 12:30 pm-01:50 pm BLB 065 Suber T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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: 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 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 THINK
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
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**MKTG 6940**  INDIVIDUAL RES

- 700 (1458) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Blankson C
- 702 (1460) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Guzman F
- 706 (1464) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Kidwell B
- 710 (15645) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**MKTG 6950**  DISSERTATION

- 700 (1468) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Blankson C
- 701 (1469) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Ganesh G
- 702 (1470) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Guzman F
- 703 (1471) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Rajagopal P
- 704 (1472) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Paswan A
- 705 (1473) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Pelton L
- 707 (1475) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Spears N
- 708 (1476) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Strutton H
- 709 (1477) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Thompson K
- 710 (15646) CRE V RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**Eight Week Session One**

**MKTG 5150**  MKTG MANAGEMENT

- 007 (16067) CRE 3.0 INET Thompson K
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5200 CONSUMER BEHAVIOR

WEB-BASED INSTRUCTION.

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session Two

MKTG 5250 ADV MKTG ANALYTICS
This page contains information about course enrollments and locations. It is structured as follows:

**INET Ganesh GCRE 3.0007 (15896)**
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**INET Ganesh GCRE 3.0080 (15889)**
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**INET Ganesh GCRE 3.0086 (15894)**
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**INET Savoie MCRE 3.0007 (1375)**
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**FRSC 107R Bryant ACRE 3.0 05:00 pm-07:50 pm501 (17684)**
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX  75034.

**OPSM 5840**
**STRATEGIC SUPPLY MGMT**

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**MKTG 5900**
**SPECIAL PROBLEMS**

**OPSM/Operations and Supply Management**

**OPSM 3830**
**OPERATIONS MGMT**

- **001** (1374) CRE 3.0 MW 03:30 pm-04:50 pm BLB 055 Fite J
- **002** (13494) CRE 3.0 T 06:30 pm-09:20 pm BLB 070 Ojha D
- **003** (14311) CRE 3.0 TR 02:00 pm-03:20 pm BLB 155 Celik H
- **007** (1375) CRE 3.0 INET Savoie M

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- **501** (17684) CRE 3.0 R 05:00 pm-07:50 pm FRSC 107 Bryant A

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

- **777** (1672) CRE 3.0 INET Savoie M

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**OPSM 4810**
**PURCH & MAT MGMT**

- **001** (1381) CRE 3.0 M 06:30 pm-09:20 pm BLB 010 Ogden J
- **002** (18649) CRE 3.0 R 06:30 pm-09:20 pm BLB 270 Purtell C

**OPSM 4820**
**MFG PLAN & CNTL**

- **001** (1609) CRE 3.0 R 06:30 pm-09:20 pm BLB 010 Ojha D

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**Eight Week Session Two**

**OPSM 5840**
**STRATEGIC SUPPLY MGMT**
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