# Marketing and Logistics

## LGAV/Aвиаційні Логістики

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
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<th>Instructor</th>
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## LSCM/Логістика, Постачальниця Експедиції

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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<td>Logistics Supply Chain Mgmt</td>
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<td>09:30 am-10:50 am</td>
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<td>LSCM 4510</td>
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<td>06:30 pm-09:20 pm</td>
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<td>BLB 155</td>
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## LSCM 4800 Logistics Internship

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
LSCM 4860  ADV LOGISTICS MGMT
001  (17189)  CRE 3.0  R  06:30 pm-09:20 pm  BLB 180  Sauser B
Also meets: R 06:30 pm-09:20 pm BLB 170  8/27/18-12/14/18
002  (17190)  CRE 3.0  TR  02:00 pm-03:20 pm  BLB 070  Sauser B
Also meets: R 02:00 pm-03:20 pm BLB 080  8/27/18-12/14/18

LSCM 4900  SPECIAL PROBLEMS
501  (17607)  CRE 3.0  M  06:00 pm-08:20 pm  FRSC 121  Savoie M
Course Topic: LEAN SIX SIGMA
700  (14479)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
760  (16538)  CRE V  M  06:30 pm-09:20 pm  BLB 140
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 5300  STRATEGIC SUPPLY CHAIN
007  (1816)  CRE 3.0  INET  Bryant A
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  (1817)  CRE 3.0  INET  Bryant A
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT
DEPARTMENT.

LSCM 5560  STRATEGIC LOGISTICS
001  (1724)  CRE 3.0  T  06:30 pm-09:20 pm  BLB 075  Michels J

LSCM 5800  LSCM INTERNSHIP
750  (1687)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 5900  SPEC PROBS
701  (1770)  CRE 3.0
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 5910  SPECIAL PROBLEMS
701  (1712)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 6071  OPS RES FOR LSCM
001  (17195)  CRE 3.0  T  02:00 pm-04:50 pm  BLB 285  Nowicki D

LSCM 6900  SPECIAL PROBLEMS
700  (16618)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
701  (16619)  CRE 3.0  F  02:00 pm-04:50 pm  BLB 285  Kidwell B
Course Topic: GREEN WORKSHOP
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702  (16620)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
703  (16621)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
704  (1791)  CRE V
Course Topic: GREEN WORKSHOP
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
705  (1792)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
### LSCM 6940  
**INDIVIDUAL RESEARCH**

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<td>701 (1828)</td>
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<td>702 (16622)</td>
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<td>703 (16623)</td>
<td>CRE V</td>
<td>Manuj I</td>
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<td>704 (16752)</td>
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<td>705 (17199)</td>
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

### LSCM 6950  
**DOCTORAL DISSERTATION**

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<td>703 (14537)</td>
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<td>704 (17200)</td>
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<td>705 (17201)</td>
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RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

### Eight Week Session One

#### LSCM 5900  
**SPEC PROBS**

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<tr>
<td>080 (17747)</td>
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<td>AOP</td>
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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.

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Course Topic: INDUST DIST & LOG ANALYSIS

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.

### Eight Week Session Two

#### LSCM 5900  
**SPEC PROBS**
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.

Course Topic: STRATEGIC SUPPLY MGMT
WEB-BASED INSTRUCTION.
THIS COURSE IS 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  Suber T
002 (1490)  CRE 3.0  MW  02:00 pm-03:20 pm  BLB 080  Smith T
003 (1775)  CRE 3.0  MWF  09:59 am-10:50 am  BLB 225  Smith 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  Suber T

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  Bennett A
007 (1639) CRE 3.0  INET  Houser 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.

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  Ganesh G

MKTG 3710  MKTG RES AND ANALYTICS

001 (1493) CRE 3.0  R  06:30 pm-09:20 pm  BLB  255  Jones N
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  Rajagopal P
002 (1497) CRE 3.0  MWF  12:59 pm-01:50 pm  BLB  070  Rajagopal P
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  Smith J
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 132  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  Alvarado Karste
003 (17204) CRE 3.0  T  06:30 pm-09:20 pm  BLB  225  Muniz F

MKTG 4470  BUSINESS MARKETING

001 (1813) CRE 3.0  TR  09:30 am-10:50 am  BLB  050  Smith T

RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4520  MARKETING CHANNELS

007 (1642) CRE 3.0  INET  Malhan A

WEB-BASED INSTRUCTION.

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777 (1804) CRE 3.0  INET  Malhan A

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

WEB-BASED INSTRUCTION.
MKTG 4570  SALES ANALYTICS
001  (1805)  CRE 3.0  TR  12:30 pm-01:50 pm  BLB  065  Houser J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4600  RETAILING
001  (17205)  CRE 3.0  TR  11:00 am-12:20 pm  BLB  245
007  (1811)  CRE 3.0  INET  Smith J
WEB-BASED INSTRUCTION.
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MKTG 4620  E-MKTG TOOLS
001  (1740)  CRE 3.0  TR  09:30 am-10:50 am  BLB  225  Chowdhury J

MKTG 4630  RETAILING II
001  (1499)  CRE 3.0  TR  12:30 pm-01:50 pm  BLB  245  Panda S
WEB-BASED INSTRUCTION.
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MKTG 4670  ADVANCED SALES
001  (1814)  CRE 3.0  TR  11:00 am-12:20 pm  BLB  035  Houser J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4770  SALES MANAGEMENT
001  (1807)  CRE 3.0  TR  11:00 am-12:20 pm  BLB  065  Suber T
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4800  INTERNSHIP IN M OR L
751  (1500)  CRE 3.0  Joiner J
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4805  SALES INTERNSHIP
751  (1808)  CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 4890  MARKETING PROBLEMS
001  (17207)  CRE 3.0  R  06:30 pm-09:20 pm  BLB  180  Sauser B
Also meets: R  06:30 pm-09:20 pm BLB  170  8/27/18-12/14/18
002  (17238)  CRE 3.0  TR  02:00 pm-03:20 pm  BLB  070  Sauser B
Also meets: R  02:00 pm-03:20 pm BLB  080  8/27/18-12/14/18

MKTG 4900  SPECIAL PROBLEMS
700  (1823)  CRE V  Blankson C
Course Topic: INTERN PROFESSIONAL SELLING
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5150  MKTG MANAGEMENT
040  (15614)  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.
### Eight Week Session One

#### MKTG 5000  MKTG CONCEPTS

<table>
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<th>Section</th>
<th>Credit</th>
<th>Instructor</th>
<th>Description</th>
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<tr>
<td>007</td>
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<td>Thompson K</td>
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<td>THIS COURSE MEETS FROM AUGUST 25 - OCTOBER 5. AN EXPERIENTIAL COMPONENT IS AVAILABLE TO F-1 VISA HOLDERS UPON REQUEST.</td>
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<td>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>1.5</td>
<td>Thompson K</td>
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<td>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.</td>
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<td>RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.</td>
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#### MKTG 5150  MKTG MANAGEMENT

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<td>080</td>
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MKTG 5200  
**CUSTOMER BEHAVIOR**

007 (17531) CRE 3.0  
INET Spears N  
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.

777 (17532) CRE 3.0  
INET Spears N  
WEB-BASED INSTRUCTION.  
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Eight Week Session Two

MKTG 5250  
**ADV MKTG ANALYTICS**

007 (17547) CRE 3.0  
INET Ganesh G  
WEB-BASED INSTRUCTION.  
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080 (17540) CRE 3.0  
INET Ganesh G  
WEB-BASED INSTRUCTION.  
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086 (17545) CRE 3.0  
INET Ganesh G  
WEB-BASED INSTRUCTION.  
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777 (17549) CRE 3.0  
INET Ganesh G  
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<th>Location</th>
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<td>INET 001</td>
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<td>MW</td>
<td>03:30 pm-04:50 pm</td>
<td>BLB 055</td>
<td>Fite J</td>
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<tr>
<td>INET 002</td>
<td>CRE 3.0</td>
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<td>06:30 pm-09:20 pm</td>
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<td>Bryant A</td>
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<td>INET 003</td>
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<td>02:00 pm-03:20 pm</td>
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<td>Ojha D</td>
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<td>FRSC 132</td>
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THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

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OPSM 4810 PURCH & MAT MGMT

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