Marketing and Logistics

**LGAV/Aвиacion Logistics**

<table>
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<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
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<tr>
<td>LGAV 3100</td>
<td>AV INTRO</td>
<td>TR</td>
<td>12:30 pm-01:50 pm</td>
<td>BLB 225</td>
<td>Joiner J</td>
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<tr>
<td>LGAV 3110</td>
<td>AV MAINT</td>
<td>TR</td>
<td>02:00 pm-03:20 pm</td>
<td>BLB 225</td>
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<td>AVIATION SAFETY</td>
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<td>LGAV 3130</td>
<td>AIR CARGO</td>
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<td>12:59 pm-01:50 pm</td>
<td>BLB 225</td>
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<td>AIR PASS</td>
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<td>TRANSPORTATION LAW</td>
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<td>AIRPORT INFRA</td>
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**LSCM/Logistics, Supply Chain MGMT**

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<th>Course Code</th>
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<th>Days</th>
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<td>LOGISTICS SPLY CHN MGMT</td>
<td>MWF</td>
<td>12:00 pm-12:50 pm</td>
<td>BLB 055</td>
<td>Manuj I</td>
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<td>INTERNATIONAL SCM</td>
<td>TR</td>
<td>09:30 am-10:50 am</td>
<td>BLB 250</td>
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<td>LSCM AND BUS ANALYSIS</td>
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<td>E-LOGISTICS</td>
<td>MWF</td>
<td>11:00 am-11:50 am</td>
<td>BLB 005</td>
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<td>LSCM 4540</td>
<td>ERP Applications</td>
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<td>CHIL 245</td>
<td>Hanebeck H</td>
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<td>LOG MOD SYM</td>
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<td>LSCM 4800</td>
<td>LOGISTICS INTERNSHIP</td>
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<td>Nowicki D</td>
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</table>

This course meets at the FRISCO CAMPUS.

2811 Internet Blvd., Frisco TX 75034.

This is a videoconference course.

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
THIS CLASS INCLUDES BREAKOUT SESSIONS. STUDENTS WILL MEET IN BLB 180 ON THE FIRST DAY OF CLASS. INSTRUCTOR WILL INFORM STUDENTS OF THEIR DESIGNATED GROUPS AND MEETING PLACE AFTER THE FIRST DAY OF CLASS.
002  (17190)  CRE 3.0  TR  02:00 pm-03:20 pm  BLB 070  Sauser B
THIS CLASS INCLUDES BREAKOUT SESSIONS ON THURSDAY. INSTRUCTOR WILL INFORM STUDENTS OF THEIR DESIGNATED GROUPS AND MEETING PLACE AFTER THE FIRST DAY OF CLASS.

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

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.

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  Nowicki D
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

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

LSCM 5910  SPECIAL PROBLEMS
701  (1712)  CRE V  Nowicki D
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
Course Topic: GREEN WORKSHOP
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

LSCM 6900  SPECIAL PROBLEMS
700  (16618)  CRE V  Nowicki D
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  Sauser B
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
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.

Eight Week Session Two

LSCM 5900  SPEC PROBS
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 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 2650.001 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 129 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 LBCM 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 245  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.

777 (1803) CRE 3.0  INET  Houser J
THIS COURSE IS 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  Ganesh G

MKTG 3710  MKTG RES AND ANALYTICS
001 (1493) CRE 3.0  R 06:30 pm-09:20 pm  BLB 005  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  Spears N
002 (1497) CRE 3.0  MWF 12:59 pm-01:50 pm  BLB 010  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.
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<td>BLB 180</td>
<td>THIS CLASS INCLUDES BREAKOUT SESSIONS. STUDENTS WILL MEET IN BLB 180 ON THE FIRST DAY OF CLASS. INSTRUCTOR WILL INFORM STUDENTS OF THEIR DESIGNATED GROUPS AND MEETING PLACE AFTER THE FIRST DAY OF CLASS.</td>
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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.

501 (15054) CRE 3.0 T 06:30 pm-09:20 pm FRSC 125 Pelton L
THIS COURSE MEETS AT THE FRISCO CAMPUS
2811 INTERNET BLVD., FRISCO TX 75034.

MKTG 5800 MKTG INTERNSHIP
751 (1657) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT. Randall W

MKTG 5900 SPECIAL PROBLEMS
701 (1506) CRE 3.0
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5910 SPEC PROBS
701 (1788) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6010 MARKETING THOUGHT
001 (18118) 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 (17246) CRE V Guzman F
710 (17247) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6940 INDIVIDUAL RES
700 (1517) CRE V Blankson C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (1519) CRE V Guzman F
706 (1523) CRE V Kidwell B
710 (17248) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 6950 DISSERTATION
700 (1527) CRE V Blankson C
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
701 (1528) CRE V Ganesh G
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
702 (1529) CRE V Guzman F
703 (1530) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
704 (1531) CRE V Paswan A
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
705 (1532) CRE V Pelton L
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
707 (1534) CRE V Spears N
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
708 (1535) CRE V Strutton H
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
709 (1536) CRE V Thompson K
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**Eight Week Session One**

**MKTG 5150**  **MKTG MANAGEMENT**

<table>
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<th>Section</th>
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<th>Instructor</th>
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<tr>
<td>007 (17753)</td>
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<td>080 (17751)</td>
<td>AOP 3.0</td>
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<tr>
<td>086 (17752)</td>
<td>AOP 3.0</td>
<td>Thompson K</td>
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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 5200**  **CUSTOMER BEHAVIOR**

<table>
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<tr>
<td>007 (17531)</td>
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<td>Spears N</td>
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<td>080 (17527)</td>
<td>CRE 3.0</td>
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<tr>
<td>086 (17528)</td>
<td>CRE 3.0</td>
<td>Spears N</td>
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RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.

**Eight Week Session Two**

**MKTG 5250**  **ADV MKTG ANALYTICS**

<table>
<thead>
<tr>
<th>Section</th>
<th>Mode</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>777 (17532)</td>
<td>CRE 3.0</td>
<td>Spears N</td>
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WEB-BASED INSTRUCTION.

This course is restricted. Limited to students residing out-of-state only. Contact department.
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY. WEB-BASED INSTRUCTION.
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OPTSM/Operations and Supply Management

OPTSM 3830 OPERATIONS MGMT

<table>
<thead>
<tr>
<th>Section</th>
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<th>Days</th>
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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.

OPTSM 4810 PURCH & MAT MGMT

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OPTSM 4820 MFG PLAN & CNTL

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