# Marketing and Logistics

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<th>Course Code</th>
<th>Course Title</th>
<th>Days</th>
<th>Time</th>
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<tr>
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<td>06:00 pm-08:50 pm</td>
<td>CHEC</td>
<td>Grimaldo Jr J</td>
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<td>M</td>
<td>11:00 am-12:20 pm</td>
<td>FRSC 107</td>
<td>Plesha M</td>
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**This course meets at the Frisco campus.**

**2811 Internet Blvd., Frisco TX 75034.**

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**This course meets in BLB 150C.**

**This course is a videoconference course.**

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**This class meets in BLB 150C.**

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**Restricted course. Approval required. Contact department.**

752 (1487) CRE 3.0
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**RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.**

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**RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.**

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**Eight Week Session One**

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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

**WEB-BASED INSTRUCTION.**

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

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**Eight Week Session Two**

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AOP Rowe PCRE 3.0080 (17749)
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.

AOP Rowe PCRE 3.0086 (17750)
Course Topic: STRATEGIC SUPPLY MGMT
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/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 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 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 245  Bennett A
007 (1639)  CRE 3.0   INET  12:30 pm-01:50 pm  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  12:30 pm-01:50 pm  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  12:30 pm-01:50 pm  Malhan 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 (1804)  CRE 3.0   INET  12:30 pm-01:50 pm  Malhan A
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.
WEB-BASED INSTRUCTION.
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<td>12:30 pm-01:50 pm</td>
<td>BLB 250</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>
</tr>
<tr>
<td>MKTG 4670</td>
<td>ADVANCED SALES</td>
<td>001</td>
<td>Houser J</td>
<td>3.0</td>
<td>11:00 am-12:20 pm</td>
<td>BLB 035</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
<tr>
<td>MKTG 4770</td>
<td>SALES MANAGEMENT</td>
<td>001</td>
<td>Suber T</td>
<td>3.0</td>
<td>11:00 am-12:20 pm</td>
<td>BLB 065</td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
<tr>
<td>MKTG 4800</td>
<td>INTERNSHIP IN M OR L</td>
<td>751</td>
<td>Joiner J</td>
<td>3.0</td>
<td></td>
<td></td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
<tr>
<td>MKTG 4805</td>
<td>SALES INTERNSHIP</td>
<td>751</td>
<td>Houser J</td>
<td>V</td>
<td></td>
<td></td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
<tr>
<td>MKTG 4890</td>
<td>MARKETING PROBLEMS</td>
<td>001</td>
<td>Sauser B</td>
<td>3.0</td>
<td>06:30 pm-09:20 pm</td>
<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>
</tr>
<tr>
<td></td>
<td></td>
<td>002</td>
<td>Sauser B</td>
<td>3.0</td>
<td>02:00 pm-03:20 pm</td>
<td>BLB 070</td>
<td>THIS CLASS INCLUDES BREAKOUT SESSIONS ON THURSDAY. INSTRUCTOR WILL INFORM STUDENTS OF THEIR DESIGNATED GROUPS AND MEETING PLACE AFTER THE FIRST DAY OF CLASS.</td>
</tr>
<tr>
<td>MKTG 4900</td>
<td>SPECIAL PROBLEMS</td>
<td>700</td>
<td>Blankson C</td>
<td>V</td>
<td></td>
<td></td>
<td>Course Topic: INTERN PROFESSIONAL SELLING</td>
</tr>
<tr>
<td></td>
<td></td>
<td>701</td>
<td>Houser J</td>
<td>V</td>
<td></td>
<td></td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>702</td>
<td>Houser J</td>
<td>V</td>
<td></td>
<td></td>
<td>RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.</td>
</tr>
</tbody>
</table>

MKTG 5150 MKTG MANAGEMENT
RESTRICTED TO STUDENTS ENROLLED IN THE FULL-TIME COHORT IN BUSINESS MANAGEMENT.

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
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Kidwell B

**MKTG 6900** SPECIAL PROBLEMS
702 (17246) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Guzman F

710 (17247) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**MKTG 6940** INDIVIDUAL RES
700 (1517) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Blankson C

702 (1519) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Guzman F

706 (1523) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Kidwell B

710 (17248) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

**MKTG 6950** DISSERTATION
700 (1527) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Blankson C

701 (1528) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Ganesh G

702 (1529) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Guzman F

703 (1530) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

704 (1531) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Paswan A

705 (1532) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Pelton L

707 (1534) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Spears N

708 (1535) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Strutton H

709 (1536) CRE V
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Thompson K
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

Eight Week Session One

MKTG 5150    MKTG MANAGEMENT
007 (17753)  CRE 3.0    INET    Thompson K
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 (17751)  CRE 3.0    AOP    Thompson K
WEB-BASED INSTRUCTION.
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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.

777 (17754)  CRE 3.0    INET    Thompson K
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT
DEPARTMENT.
RESTRICTED COURSE. APPROVAL REQUIRED. CONTACT DEPARTMENT.

MKTG 5200    CUSTOMER BEHAVIOR
007 (17531)  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 (17527)  CRE 3.0    INET    Spears N
WEB-BASED INSTRUCTION.
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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 (17528)  CRE 3.0    INET    Spears N
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT
DEPARTMENT.

777 (17532)  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.

Eight Week Session Two

MKTG 5250    ADV MKTG ANALYTICS
RESTRICTED TO STUDENTS IN THE ACCELERATED ONLINE PROGRAM ONLY.
WEB-BASED INSTRUCTION.
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WEB-BASED INSTRUCTION.
THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.

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

OPSM/Operations and Supply Management

OPSM 3830 OPERATIONS MGMT

001 (1412) CRE 3.0 MW 03:30 pm-04:50 pm BLB 055 Fite J
002 (14276) CRE 3.0 T 06:30 pm-09:20 pm BLB 070 Bryant A
003 (15243) CRE 3.0 TR 02:00 pm-03:20 pm BLB 155 Savoie M
004 (15243) CRE 3.0 TH 09:00 am-12:20 pm BLB 155 Savoie M
007 (1413) CRE 3.0 INET Ojha D
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.

501 (15202) CRE 3.0 R 06:00 pm-08:50 pm FRSC 132 Savoie M
THIS COURSE MEETS AT THE FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034.

777 (1751) CRE 3.0 INET Ojha D
WEB-BASED INSTRUCTION.
THIS COURSE IS RESTRICTED. LIMITED TO STUDENTS RESIDING OUT-OF-STATE ONLY. CONTACT DEPARTMENT.

OPSM 4810 PURCH & MAT MGMT

001 (1421) CRE 3.0 M 06:30 pm-09:20 pm BLB 010 Ogden J

OPSM 4820 MFG PLAN & CNTL

001 (1680) CRE 3.0 R 06:30 pm-09:20 pm WH 117 Ojha D