The Global Supply Chain Management major focuses on management of the flow of goods and information from the source of components and materials through the channels of distribution to the final customer, and beyond, to recycling and disposal. In today's highly competitive environment, the management of purchasing, operations, quality, transportation, inventory, scheduling, and information flows are ever more critical to an organization's ability to satisfy customers and create a competitive advantage. Whether sourcing from non-domestic suppliers, outsourcing business functions, or attempting to market goods and services to consumers in other areas of the world, today's business leaders need a detailed understanding of all the challenges and opportunities arising from a supply chain that is fundamentally global.

The Marketing major is designed to prepare students for a variety of careers in marketing. Marketing is the activity and institution involved in creating, communicating, delivering and exchanging offerings that have value for customers and society. Marketing management involves situation analysis, selection of marketing strategies and target markets, and coordination of product development, pricing, promotion and distribution elements.

Global Supply Chain Management

GSC 3600 Operations and Supply Chain Management Cr. 3
Analysis of production and supply chain systems. Topics include forecasting, production planning and scheduling, quality control, cost control, inventory control, capacity planning, purchasing, logistics, risk management, and other related subjects. Extensive coverage of SCM strategy, manufacturing, and general SCM strategy related to purchasing and logistics. Offered Every Term.
Prerequisites: ([ISM 2300 with a minimum grade of D-] OR [BA 2300 with a minimum grade of D-] OR [ISM 3300 with a minimum grade of D-] OR [ECO 4100 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students.

GSC 4990 Directed Study in Global Supply Chain Management Cr. 1-3
Advanced readings and research or tutorial under supervision of faculty member. Offered Every Term.
Prerequisites: ([MSC 4620 with a minimum grade of C] OR [BLG 5620 with a minimum grade of C])
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students.

GSC 4991 Study Abroad in Supply Chain Management Cr. 3
Study abroad programs in various countries. Programs run 10-15 days in length. Recent country programs in China, Poland, and Italy. Travel within a given country with visits to various companies and cultural attractions. Traveling costs are over and above tuition and vary by country. Various reading and assignments required. Offered Every Term.

GSC 5600 Logistics and Transportation Strategy Cr. 3
An overview of logistics strategy with an emphasis on transportation. Study of the management of the movement of raw materials and finished products including the development of transportation strategies and objectives, and the selection of modes and carriers. Offered for undergraduate credit only. Offered Fall, Spring/Summer.
Prerequisites: ([MSC 3600 with a minimum grade of D-])
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.
GSC 5620 Global Supply Chain Management Cr. 3
Concepts of managing operations and supply chains that span multiple countries. Topics covered include, Sourcing in International Settings, Global Logistics and Trade Management, Global Plant Location and Manufacturing Network Design, and Managing International Production Operations. Emerging concepts in the discipline will also be discussed. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: (GSC 3600 with a minimum grade of D-) OR (MKT 4300 with a minimum grade of D-)
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 5650 Strategic Procurement Cr. 3
Principles of the purchasing function with topics including sourcing decisions, negotiations, buyer/seller relationships in the supply chain, supplier quality issues, supplier selection, price determination, ethical issues, legal issues, and international issues. Extensive coverage of automotive industry topics and perspectives. Offered for undergraduate credit only. Offered Fall, Winter.
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 5670 Special Topics in Supply Chain Management Cr. 3
Offered Irregularly.
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.
Repeatable for 6 Credits

GSC 5680 Production Planning and Control Cr. 3
Concepts for planning and management of production resources in manufacturing organizations. Topics covered include: Demand Management, Sales and Operations Planning, Master Production Scheduling, Materials Requirement Planning, and Capacity Planning in a manufacturing environment. Emerging concepts in the discipline will also be covered. Offered for undergraduate credit only. Offered Irregularly.
Prerequisites: (ISM 3600 with a minimum grade of D-) OR (BA 3600 with a minimum grade of D-) OR (ISM 4600 with a minimum grade of D-)
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 5690 Principles of Quality Management Cr. 3
Quality control overview with a focus on auto industry processes and including Advanced Product Quality Planning (APQP) processes for new product development in the auto industry, Six Sigma processes, statistical quality control including process capability, control charts, and acceptance sampling procedures. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: (GSC 3600 with a minimum grade of D-)
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 5890 Internship in Global Supply Chain Management Cr. 3
Student works a minimum of 160 hours. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: ([FIN 3290 with a minimum grade of D-] OR [FIN 4290 with a minimum grade of D-]) AND ([ISM 3400 with a minimum grade of D-] OR [BA 3400 with a minimum grade of D-] OR [ISM 4400 with a minimum grade of D-]) AND ([ISM 3600 with a minimum grade of D-] OR [BA 3600 with a minimum grade of D-] OR [ISM 4600 with a minimum grade of D-]) AND ([ISM 3630 with a minimum grade of D-] OR [ISM 4630 with a minimum grade of D-]) AND ([GSC 2530 with a minimum grade of D-] OR [MGT 4530 with a minimum grade of D-]) AND ([GSC 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-]) AND ([GSC 3600 with a minimum grade of D-])
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 5996 Process Analysis and Cost Estimating for Buyers Cr. 3
Focused on providing future buyers and SCM professionals an understanding of basic production processes and the cost and quality drivers that impact supplier performance. Helps buyers learn what to look for when visiting suppliers. Teaches students how to identify and evaluate supplier cost and quality drivers. There will be multiple supplier visits during class hours. Offered for undergraduate credit only. Offered Irregularly.
Prerequisites: (GSC 3600 with a minimum grade of D-)
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

GSC 6997 Global Supply Chain Analysis and Planning Cr. 3
Capstone course in Global Supply Chain Management major.
An emphasis on analysis, planning and strategy. Use of supply chain simulation games and/or cases to provide students with a comprehensive view of supply chain issues, and an experience running a simulated supply chain, and/or addressing critical problems from a case perspective. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: (GSC 3600 with a minimum grade of D-) AND (GSC 5620 with a minimum grade of D-) AND (GSC 5650 with a minimum grade of D-)
Restriction(s): Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

Marketing
MKT 2300 Marketing Management Cr. 3
Planning the marketing program within social, economic and legal environments, market segmentation and behavior, market systems and strategy, international marketing. Offered Every Term.
Prerequisites: (ECO 2010 with a minimum grade of D-)
MKT 3300 Marketing Mgt for Engineers Cr. 3
Offered Every Term.
Restriction(s): Enrollment limited to students in the UGC in Engg Entrepreneurship program; enrollment is limited to Undergraduate level students.

MKT 4500 Business Co-op Assignment Cr. 0
Must be elected by Professional Development Co-operative Program students during work semester. Opportunity to put theory into practice on the job. Students will normally be assigned to cooperating business organizations for internship periods of one semester. No credit toward degree. Offered Every Term.
Equivalent: ACC 4500, FIN 4500, MGT 4500
MKT 4990 Directed Study in Marketing Cr. 1-3
Advanced readings and research or tutorial under the supervision of a faculty member in areas of special interest to student and faculty member. Offered Every Term.
Prerequisites: ([MKT 5410 with a minimum grade of D-] AND ([MKT 5450 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.
Repeatable for 6 Credits

MKT 4991 Study Abroad in Marketing Cr. 3
Study abroad programs in various countries. Programs run 10-15 days in length. Recent country programs have been in China, Poland, and Italy. Travel within a given country with visits to various companies and cultural attractions. Traveling costs are over and above tuition and vary by country. Various reading and assignments required. Offered Winter, Spring/Summer.

MKT 5410 Marketing Research and Analysis Cr. 3
Methods of gathering and analyzing data which will facilitate the identification and solution of marketing problems. Planning the project, data sources for exploratory and conclusive research. Questionnaire construction, sample design, and design of marketing experiments. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-]) AND ([ISM 3400 with a minimum grade of D-] OR [BA 3400 with a minimum grade of D-] OR [ISM 4400 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5450 Consumer Behavior Cr. 3
Concepts and theories to explain consumer and organizational buyer behavior. Application of this understanding to marketing management and public policy decision making. Offered for undergraduate credit only Offered Fall, Winter.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5460 Sales Management Cr. 3
Organization and direction of a sales organization including selection, training, compensation, supervision, motivation, budgets, quotas, territories, and sales analysis. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5490 Principles of Advertising Cr. 3
Basic elements of advertising research, media, and creative strategies, including integrated marketing communications. Applications include development of advertising for local business organizations. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5500 Advertising Copy Cr. 3
Principles of effective advertising copy and application in consumer and industrial advertisements. Exercises in writing, criticizing, testing, and revising magazine, newspaper, radio, television, outdoor and direct mail advertisements. Offered for undergraduate credit only. Offered Winter.
Prerequisites: ([MKT 5490 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5510 Advertising Media Planning Cr. 3
Influence of marketing, creative and media objectives upon media planning. Information systems, budgeting approaches, media characteristics, media models, schedule construction, execution, and auditing. Offered for undergraduate credit only. Offered Yearly.
Prerequisites: ([MKT 5490 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5520 Public Relations of Business Cr. 3
Philosophy of public relations of business, history of public relations, study of public opinion, the public relations process, tools of communication, uses of mass media in public relations work, and analysis of methods employed in establishing sound public relations programs. Offered for undergraduate credit only. Offered Fall.
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5700 Retail Management Cr. 3
Retailing concepts and problems. Competitive structure, store location, organization, buying, inventory control, sales promotion, pricing, credit policy, customer services, research and franchising. Offered for undergraduate credit only. Offered Fall, Winter.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5750 International Marketing Management Cr. 3
Offered for undergraduate credit only. Offered Winter.
Prerequisites: ([MKT 2300 with a minimum grade of D-] OR [MKT 4300 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5840 Special Topics in Marketing Cr. 3
Offered for undergraduate credit only. Offered Every Term.
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5850 Integrated Marketing Communications Strategy Cr. 3
Application of basic advertising skills to development of a fully-integrated marketing communications program for a major national or international business; research, media, creative, and promotion strategies. Offered for undergraduate credit only. Offered Winter.
Prerequisites: ([MKT 5490 with a minimum grade of D-])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5890 Internship in Marketing Cr. 3
Consult School of Business Administration website for further guidelines and application form for the internship. Offered for undergraduate credit only. Offered Every Term.
Prerequisites: ([MKT 2300 with a minimum grade of C])
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.
MKT 6996 Strategic Marketing Cr. 3
Capstone course in the marketing sequence; includes four components designed to develop skills in planning and development of strategies to solve marketing problems. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ([MKT 2300 with a minimum grade of D-]) AND ([MKT 5410 with a minimum grade of D-]) AND ([MKT 5450 with a minimum grade of D-])

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.