

MARKETING AND SUPPLY CHAIN MANAGEMENT

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Chairperson: John C. Taylor

Global Supply Chain Management

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.

Marketing

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.

BEARD, JOHN: D.A., B.A., University of Michigan; M.A., Wayne State University; Professor Emeritus

BELTRAMINI, RICHARD F.: Ph.D., University of Texas - Austin; M.S., B.S. University of Illinois - Urbana Champagne; Professor Emeritus

BISWAS, ABHIJIT: Ph.D., University of Houston; M.B.A., University of Central Oklahoma; M.A., B.A., University of Calcutta; Professor and Kmart Endowed Chair

BUTLER, TIMOTHY: Ph.D., University of South Carolina; M.B.A., B.B.A., University of Memphis; Associate Professor

CANNON, HUGH M.: Ph.D., M.Phil, M.B.A., New York University; B.A., Brigham Young University; Professor Emeritus

DAVIDSON, ALEXANDER: Ph.D., B.A., Concordia University; Assistant Professor

DAVIS, CASSANDRA: Ph.D., University of Arkansas; M.B.A., Rockhurst University; B.S., B.A., University of Missouri - Columbia; Assistant Professor

DECAMPOS, HUGO: Ph.D., Michigan State University; M.B.A., Arizona State University; M.I.M., Thunderbird School of Global Management; B.S., Brigham Young University; Assistant Professor

DUTTA, SUJAY: Ph.D., Louisiana State University; M.S., B.S., Calcutta University; Associate Professor

GREER, BERTIE: Ph. D., Kent State University; M.B.A., BS, University of Toledo; Associate Professor and Associate Dean

JACKSON, GEORGE: ; Professor Emeritus

KELLY, PATRICK J.: Ph.D., University of Illinois; M.B.A., University of Utah; B.S., Brigham Young; Professor Emeritus

KRISHNAN, K.S.: Ph.D., University of Pennsylvania; M.S., Indian Statistical Institute; B.A., Vivekananda College; Associate Professor Emeritus

LOW, JAMES T.: Ph.D., M.B.A., B.A., University of Michigan; Associate Professor Emeritus

MODI, SACHIN B.: Ph.D., Indiana University; M.S., University of Cincinnati; B.Eng., University of Pune; Professor

MORGAN, FRED: Ph.D., M.B.A., Michigan State University; B.S.B.A., Purdue University; Professor

RIGHTMER, JEFFREY: D.B.A., M.B.A., Lawrence Technology University; B.B.A. Arizona State University; Lecturer

RIORDAN, EDWARD A.: D.B.A., University of Kentucky; M.B.A., University of Missouri; B.A., Michigan State University; Professor Emeritus

RYMER, JONE M.: Ph.D., M.A., State University of New York, Buffalo; B.S., University of Minnesota; Professor Emeritus

SCHMITT-SANDS, CATHERINE: Ph.D., M.A., B.A., Wayne State University; Senior Lecturer

SISK, LORI A.: M.B.A., Bowling Green State University; Lecturer

STERN, LOUIS L.: Ph.D., M.B.A., Northwestern University; B.S., Marquette; Associate Professor Emeritus

STOLTMAN, JEFFREY J.: Ph.D., Syracuse University; M.A., Western Kentucky University; B.A., Canisius College; Associate Professor

TANGARI, ANDREA: Ph.D., M.B.A., University of Arkansas; B.S., Indiana University; Associate Professor

TAYLOR, JOHN: Ph.D., M.B.A., B.A., Michigan State University; Associate Professor and Chair

VERMA, HARISH L.: Ph.D., M.B.A., M.S., Michigan State University; B.S., Institute of Technology, India; Associate Professor Emeritus

WILLIAMS, DAVID L.: Ph.D., M.A., Wayne State University; B.A., University of Wisconsin; Emeritus Associate Professor

YAN, TINGTING: Ph.D., Arizona State University; M.S., Fudan University; B.A., Zhongnan University; Associate Professor

YAPRAK, ATTILA: Ph.D., Georgia State University; M.B.A., B.S., Indiana University; Professor

YILDIZ, HAKAN: Ph.D., M.S., Carnegie Mellon University; B.Sc., Bilkent University; Associate Professor

- Global Supply Chain Management B.A. (<http://bulletins.wayne.edu/undergraduate/school-business/marketing-supply-chain-management/global-supply-chain-management-ba>)
- Global Supply Chain Management B.S. (<http://bulletins.wayne.edu/undergraduate/school-business/marketing-supply-chain-management/global-supply-chain-management-bs>)
- Marketing B.A. (<http://bulletins.wayne.edu/undergraduate/school-business/marketing-supply-chain-management/marketing-ba>)
- Marketing B.S. (<http://bulletins.wayne.edu/undergraduate/school-business/marketing-supply-chain-management/marketing-bs>)

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.

Restriction(s): Enrollment is limited to Undergraduate level students.

GSC 4500 Business Co-op Assignment Cr. 0

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.

Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

Equivalent: ACC 4500, FIN 4500, MGT 4500, MKT 4500

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: GSC 5620 with a minimum grade of C or BLG 5620 with a minimum grade of C

Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

Repeatable for 3 Credits

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 Winter, Spring/Summer.

Equivalent: MGT 4991, MKT 4991

Repeatable for 6 Credits

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 Every Term.

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; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

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 Every Term.

Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

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 is limited to Undergraduate level students; enrollment limited to students in the School of Business; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

GSC 5670 Special Topics in Supply Chain Management Cr. 3

Offered Intermittently.

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 Fall.

Prerequisites: ISM 3600 with a minimum grade of D- or BA 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 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 is limited to Undergraduate level students; enrollment limited to students in the School of Business; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

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.

Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

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 Winter.

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 is limited to Undergraduate level students; enrollment limited to students in the School of Business; enrollment limited to students in the BA in Business Administration or BS in Business Administration programs.

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-

Restriction(s): Enrollment limited to students in the School of Business.

MKT 4500 Business Co-op Assignment Cr. 0

Must be elected by Professional Development Co-operative Program students during work semester. Offered for S and U grades only. No credit toward degree. Opportunity to put theory into practice on the job. Students will normally be assigned to cooperating business organizations for internship periods of one semester. 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.

Equivalent: GSC 4991, MGT 4991

Repeatable for 6 Credits

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- and BA 3400 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-

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-

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-

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-

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-

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

MKT 5800 Introduction to Digital Marketing and Analytics Cr. 3

Team-taught course, focuses on all of the major aspects of digital marketing and how to analyze that marketing performance using major (and in some cases native) analytical tools. Examines web analytics, search engine optimization (SEO), e-commerce, social media, online advertising, email marketing and a slew of up-and-coming online marketing techniques each segment of digital marketing is widely used across the marketing profession and we will discuss the strengths and weaknesses of each one in addition to determining when best to use each type. Offered Fall.

Prerequisite: MKT 2300 with a minimum grade of C

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.