MARKETING AND SUPPLY CHAIN MANAGEMENT

Office: 389 Mike Ilitch School of Business; 313-577-4525
Chairperson: Sachin B. Modi

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.

DEPARTMENT FACULTY

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

CUCKOVICH, CATHERINE: M.B.A., University of Michigan; B.A., University of Notre Dame; Assistant Professor (Teaching)

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., B.S., University of Toledo; Associate Professor and Associate Dean

JACKSON, GEORGE: Ph.D., Ohio State University; B.S. Michigan State University; Professor Emeritus

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

KETELS, KEVIN: M.B.A., Boston University; M.S., B.A., Michigan State University; Assistant Professor (Teaching)

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

MADI, SACHIN B.: Ph.D., Indiana University; M.S., University of Cincinnati; BEng., University of Pune; Professor and Chair

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; Assistant Professor (Teaching)

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; Assistant Professor (Teaching)

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

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

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

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

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

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

Equivalent: ACC 4500, FIN 4500, GSC 5400, MKT 4500

GSC 4991 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 limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students.

Repeatable for 3 Credits

GSC 4991 Study Abroad Cr. 3
Study abroad programs in various countries. Programs run 10-15 days in length. Recent country programs have been in China; Netherlands, Germany, Poland; Italy and Canada. 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 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 Every Term.

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 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 processes 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-, 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 complex manufacturing industry processes for new product development and supplier quality in the auto industry. Topics include lean concepts, six sigma processes, FEMA, IATF16949 standards, APQP PPAP statistical quality control, control charts, and acceptance sampling procedures. Class will help prepare students for the Six Sigma Yellow Belt Certification. Offered for undergraduate credit only. Offered Fall, Winter.

Prerequisites: GSC 3600 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; 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.

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 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 6000 Consultative Analysis and Executive Presentation Cr. 3
Students will gain consulting skills for supply chain issues including situational and data analysis, strategy, communicating insights, persuasion and executive presentation skills. Students will conduct in-depth case study analysis, and present results with live peer feedback with special focus on research, approach, analytical tools and professional delivery. Offered Fall, Winter.
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 the 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 management. Provides students with an experience of running a supply chain using a simulation. Topics include: forecasting, purchasing, logistics, inventory management, production planning, project management, utilization of decision making tools, executive communication skills, and teambuilding. Offered Every Term.
Prerequisites: GSC 3600 with a minimum grade of D-, GSC 5600 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 C
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 C and MKT 5450 with a minimum grade of C-
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 Cr. 3
Study abroad programs in various countries. Programs run 10-15 days in length. Recent country programs have been in China; Netherlands, Germany, Poland; Italy and Canada. 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 C- and BA 3400 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 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 C-
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 C-
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
Introduces the basic elements of consumer advertising including, the difference between marketing and advertising; how an advertising agency works; campaign strategy and planning, the creative process, foundations of media planning and the concept of integrated marketing communications. Offered Fall, Winter.
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 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 C-
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
Introduce the key elements surrounding the use of consumer facing media as part of the marketing mix. Explore media planning terminology and calculations. Learn, understand, and apply the variables involved in developing a comprehensive, integrated, media plan including the development and implementation of search advertising. Offered Fall.
Prerequisites: MKT 5490 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 5540 Marketing New Ventures Cr. 3
Topics include: product development vs. customer development; market types; customer types; diffusion and adoption life cycle theories and concepts; market opportunity analysis and product/market fit, estimation of market size; value proposition; positioning statement; marketing strategy and plan to launch and sustain a new venture. Offered Yearly.
Restriction(s): Enrollment is limited to Undergraduate level students.
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 C-
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 C-
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

MKT 5800 Digital Marketing and Analytics Cr. 3
Introduces all major aspects of digital marketing and analytics. Examines web design and analytics, search engine optimization and marketing, online advertising, email marketing, social media, and reputation management. Prepares students to improve an organization's digital marketing presence. Offered Fall, Winter.
Prerequisites: MKT 2300 with a minimum grade of C-

MKT 5840 Special Topics in Marketing Cr. 3
Offered for undergraduate credit only. Offered Intermittently.
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 C-
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 C-, MKT 5410 with a minimum grade of C-, and MKT 5450 with a minimum grade of C-
Restriction(s): Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.