

# Comprehensive Supply Chain, Logistics, and Operations Management Major

## Bachelor of Science

Fall 2021 - 6/17/2021

|                                                           | Cr Hrs | Cr Rec | Cr Bal | Prerequisites/ Periodicity                              |
|-----------------------------------------------------------|--------|--------|--------|---------------------------------------------------------|
| General Education Requirements                            | 45-49  |        |        |                                                         |
| College of Business Core Requirements                     | 36-48  |        |        |                                                         |
| <b>Supply Chain, Logistics, and Operations Management</b> |        |        |        |                                                         |
| MKT 365 - Introduction to Logistics                       | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 367 - Purchasing and Supply Management                | 3      |        |        | MKT 364/ Spring <sup>1</sup>                            |
| MKT 368 - Supply Chain and Operations Modeling            | 3      |        |        | MKT 364 or MKT 365 or MKT 450; and QBA 337 <sup>1</sup> |
| MKT 450 - Supply Chain Management and Sustainability      | 3      |        |        | MKT 350 or BUS 510 <sup>1</sup>                         |
| MKT 460 - Logistics and Supply Chain Strategy             | 3      |        |        | MKT 450 <sup>1</sup>                                    |
| MKT 565 - Business Process Management                     | 3      |        |        | MKT 364/ Fall <sup>1</sup>                              |
| QBA 337 - Applied Business Statistics                     | 3      |        |        | QBA 237 <sup>1</sup>                                    |
| <b>Choose 3 courses from:</b>                             |        |        |        |                                                         |
| MKT 351 - Consumer Market Behavior                        | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 352 - Professional Sales                              | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 354 - Principles of Advertising                       | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 355 - Principles of Retailing                         | 3      |        |        | MKT 350 <sup>1</sup> / Fall                             |
| MKT 360 - Marketing Research                              | 3      |        |        | MKT 350 and QBA 337 <sup>1</sup>                        |
| MKT 380 - Creative Advertising                            | 3      |        |        | MKT 354 <sup>1</sup>                                    |
| MKT 410 - Services Marketing                              | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 451 - Advanced Professional Sales                     | 3      |        |        | MKT 352 <sup>1</sup>                                    |
| MKT 452 - Sales Management                                | 3      |        |        | MKT 352 <sup>1</sup>                                    |
| MKT 456 - Advanced Advertising                            | 3      |        |        | MKT 354 <sup>1</sup> / Fall                             |
| MKT 472 - Marketing Strategy                              | 3      |        |        | MKT 351 and MKT 360 <sup>1</sup>                        |
| MKT 474 - International Marketing                         | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 480 - Advertising Campaigns                           | 3      |        |        | MKT 350 and permission <sup>1</sup> / Spring            |
| MKT 485 - Marketing Yourself                              | 3      |        |        | MKT 350 <sup>1</sup>                                    |
| MKT 510 - Digital and Social Media Marketing              | 3      |        |        | MKT 354 or MKT 355 or BUS 510 <sup>1</sup>              |
| MKT 515 - Contemporary Issues in Advertising/Promotion    | 3      |        |        | MKT 350 and MKT 354 <sup>1</sup>                        |
| MKT 570 - Marketing Analytics                             | 3      |        |        | MKT 350 and MKT 360 <sup>1</sup>                        |

<sup>1</sup>Undergraduate business and undecided majors must be admitted to degree program.

Note: A minimum of 12 credit hours not counted as requirements on any other major or minor, and exclusive of problems or readings is required for any COB major.

Cr Rec - Credit hours received for courses completed. Cr Bal - Credit balance needed to fulfill requirements.

Electives, as needed to bring total credit hours to a minimum of 120 and upper division hours (300+) to 40.

**For advisement only. Consult appropriate catalog for degree requirements.**