

Marketing Major—Global Supply Chain Concentration

The concentration in global logistics focuses on managing the international flow of goods, services, finances, and information among organizations in global supply chains. Logistics management is comprised of a variety of activities that influence customer satisfaction and competitive advantage, including procurement, inventory control, transportation, warehousing, facility management, and materials handling. The global logistics emphasis prepares students for careers in logistics and supply chain management.

THIRD YEAR

<i>Fall</i>		<i>Spring</i>	
BLAW 3391, Business Law I	3	FIN 3320, Financial Management.	3
ISQS 3344, Prod. & Operations Mgt.	3	MKT 3353, Supply Chain Mgt	3
MGT 3370, Organization & Mgt.	3	MKT 4358, International Mkt	3
MGT 3373, Managerial Communication	3	Free Elective	3
MKT 3350, Intro. to Marketing	3	Group B*	3
TOTAL	15	TOTAL	15

FOURTH YEAR

<i>Fall</i>		<i>Spring</i>	
Jr/Sr. Economics	3	MGT 4380, Strategic Management	3
MKT 4370, Logistics Mgt	3	MKT 4371, Logistics Analytical Methods	3
IB 4361, International Commerce	3	Group A^	3
Non BA/Non ECO elective	3	Free elective	3
Group A^	3	Total	12
Total	15		

* Group B: One additional junior- or senior-level business course provided it is not used to fulfill another requirement

^ Group A: Choose 2 from MKT 3351, 3352, 3356, 4350, 4351, 4354, 4359.