

Comprehensive Supply Chain, Logistics, and Operations Management Major Bachelor of Science

Fall 2024 6/17/2024

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

'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.