

Course and Subject Guide

The “Course and Subject Guide,” found in the Courses of Instruction section of this book, serves as a table of contents and provides quick access to subject areas and prefixes.

Department of Marketing and Logistics

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David Strutton, Chair

Graduate Faculty: Blankson, Chowdhury, Crawford, Farris, Ganesh, Hasty, Landreth-Grau, Lewin, Newcomer, Paswan, Pelton, Pohlen, Sager, Spears, Strutton, Swartz, Thompson.

Research

Research interests of the faculty include transportation, supply chain mapping, project management, supply chain metrics, cash-to-cash, use of real options, economic forecasting through the use of the supply chain, new product development, franchising, cross-cultural consumer buying behavior, advertising, sales promotion, corporate image, internet marketing, positioning, and services marketing.

In addition to the UNT Faculty Research Fund, research in the department has been sponsored by Lockheed-Martin, Texas Logistics Education Foundation, Texas Motor Transportation Association, Exel/MSAS Logistics, IBM, and Edventure Partners/General Motors Marketing Internship Program.

Degree Program

The Department of Marketing and Logistics offers a graduate program leading to the following degree:

- Doctor of Philosophy with a major in marketing.

The college offers a Master of Business Administration with a major in business administration and a concentration in marketing.

Minimum admission standards are established by the graduate faculty of the College of Business and the marketing and logistics department. Satisfaction of the minimum standards does not guarantee admission to a degree program. The graduate faculty of the marketing and logistics department have established additional requirements specific to the academic programs within the department.

Courses of Instruction

All Courses of Instruction are located in one section at the back of this catalog.

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