

Department of Marketing and Logistics

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Faculty

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Introduction

The Department of Marketing and Logistics offers professional education programs to prepare individuals for the pursuit of marketing and logistics careers with manufacturers, transportation and logistics firms, retail and wholesale middlemen, profit and nonprofit service organizations, governmental agencies and academic institutions.

Programs of Study

The department offers undergraduate and graduate programs in the following areas:

- Bachelor of Business Administration with a professional field in marketing,
- Bachelor of Science with a major in logistics and supply chain management, and
- Doctor of Philosophy with a major in marketing.

The college offers the Master of Business Administration with a major in business administration.

Concentrations are available at the master's level in marketing and logistics and supply chain management.

The terms “professional field” (BBA, MBA degree programs) and “major” (BS, PhD degree programs) are used to designate the primary area of study.

Academic Standards

1. It is required that students entering the professional fields/majors in the Department of Marketing and

Logistics have a grade point average of at least 2.7 on all courses completed at UNT. First semester transfer students must have a transfer grade point average of 2.7 in order to take professional field/major courses.

2. A grade of C or above must be earned in each professional field/major or supporting field course completed in residence or transferred to UNT.

3. Academic requirements for graduation with a professional field/major within the Department of Marketing and Logistics include:

- a minimum 2.7 grade point average in the professional field/major and supporting field, with minimum grades of C required in each professional field/major and supporting field course;
- a minimum 2.7 grade point average in all courses completed at UNT; and
- a minimum 2.7 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

Bachelor of Business Administration

The department offers the Bachelor of Business Administration degree in the professional field listed below. General requirements for the BBA are listed in the “General University Requirements” and the “University Core Requirements” in the Academics section and under “Bachelor of Business Administration” in the College of Business Administration section.

Professional Field in Marketing, 19 Hours

The professional field in marketing consists of 19 hours of course work beyond Foundations of Marketing Practice (MKTG 3650), plus an additional 12 hours of supporting field courses. A grade of C or above must be earned in each professional field and supporting course completed in residence or transferred to UNT. The professional field consists of the following courses:

- LSCM 3960, Logistics and Supply Chain Management
- MKTG 3700, Marketing and Money
- MKTG 3710, Marketing Research and Information Technology
- MKTG 3881, Personal Professional Development
- MKTG 4280, Global Marketing Issues and Practice
- MKTG 4330, Product Planning and Brand Management
- MKTG 4890, Applied Marketing Problems

Approved Supporting Courses, 12 Hours

Twelve hours of 3000- or 4000-level marketing or logistics and supply chain management courses.

The supporting field can be varied to meet the needs of students seeking specialized training toward career objectives in marketing management, sales management, retail management, logistics and professional selling.

Bachelor of Science with a Major in Logistics and Supply Chain Management

The following requirements must be satisfied for a Bachelor of Science with a major in logistics and supply chain management.

1. **Hours Required and General/College Requirements:** A minimum of 127 semester hours, of which 42 must be advanced, and fulfillment of degree requirements for the Bachelor of Science degree as specified in the “General University Requirements” and the “University Core Curriculum Requirements” in the Academics section and the College of Business Administration requirements.

2. **Business Foundation Requirements:** In addition to ACCT 2010-2020, BCIS 2610 and DSCI 2710, the BS degree requires the following 21 semester hours of basic foundation courses in business administration:

- Professional Selling, 3 hours: MKTG 3010
- Legal and Ethical Environment of Business, 3 hours: BLAW 3430
- Basic Information Systems, 3 hours: BCIS 3610
- Foundations of Marketing Practice, 3 hours: MKTG 3650
- Management Science, 3 hours, DSCI 3870
- Finance, 3 hours: FINA 3770
- Organizational Behavior, 3 hours: MGMT 3720

3. **Major requirements:** The major in logistics and supply chain management consists of 27 hours beyond the business foundations requirements, plus 6 hours of electives.

- LSCM 3960, Logistics and Supply Chain Management
- LSCM 4360, Global Alliances and International Supply Chain Management
- LSCM 4530, E-Logistics in Supply Chain Management
- LSCM 4560, Business Transportation Management
- LSCM 4800, Logistics Internship
- LSCM 4860, Advanced Logistics Management
- MGMT 3830, Operations Management
- MGMT 4810, Purchasing and Materials Management
- MKTG 4520, Marketing Channels and Strategic Partnerships

4. **Other Course Requirements:** An additional 6 hours of directed electives (supporting courses) from the following list are required. Students are advised, but not required, to select from within a suggested area of emphasis.

- **Analyst track** – ACCT 3270, Cost Accounting, plus one course from:

- ACCT 4130, Financial Statement Analysis
- ACCT 4270, Managerial Accounting
- BCIS 4660, Decision Systems Design
- DSCI 3710, Business Statistical Analysis Using Spreadsheets
- DSCI, 4510, Model-Based Decision Support Systems

• **Marketing track** – select two courses from:

- ACCT 3270, Cost Accounting
- MKTG 3700, Marketing and Money
- MKTG 4280, Global Marketing Issues and Practice
- MKTG 4330, Product Planning and Brand Management
- MKTG 4640, Database Marketing Fundamentals
- DSCI 3710, Business Statistical Analysis Using Spreadsheets

5. **Electives:** See individual degree plan.

6. **Other Requirements:** Students must meet College of Business Academic Standards, as stated above.

Minor in Marketing

Students who wish to minor in marketing must take MKTG 2650 or 3650, plus any 5 courses from the following: MKTG 3010, 3660, 3700, 3710, 3720, 4120, 4280, 4320, 4330, 4520, 4600, 4620, 4630, 4750, 4800, 4880, 4890, or LSCM 3960, 4360, 4530, 4560.

Certificates

The department offers undergraduate academic certificates in logistics and supply chain management, new product development, retailing, e-commerce marketing, and customer relationship management. For additional details, please contact the department.

Graduate Degrees

The department offers degree programs leading to the Master of Business Administration with professional fields in marketing, logistics and supply chain management, and the Doctor of Philosophy with a major in marketing. For information, consult the *Graduate Catalog*.

Courses of Instruction

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

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.