

EMU COB Department of Marketing						
Offering Courses in International Business, Law, Marketing, & Supply Chain Management (Revised Apr 2016)						
Expected Scheduling Patterns - Subject to change* Note: Shaded Items May be Offered TBD but are not regularly scheduled						
(*Subject to change based on demand, available instructors, and other factors. Shifting between Summer 2 and Summer 3 may occur.)						
UNDERGRADUATE						
Course #	Course Name	Fall	Winter	Summer A	Summer B	Prerequisite(s)
IB 210	Fundamentals of Global Business	D or E or W	D or W	W	-	None
IB 370	International Business Ethics	-	D or W	-	W	Concurrent Prereq - IB 375
IB 375	Doing Business in Countries/Regions	D	D	-	-	Prerequisite - IB 210
IB 475	Int'l Business: Study Abroad Perspective			*Study Abroad		IB 210
LAW 293	Legal Environment of Business	D or E or W	D or E or W	D or E or W	D or W	None
LAW 295	Legal Research	-	-	-	-	LAW 293
LAW 350	International Business Law	W	W	-	-	None
LAW 393	Law of Business Enterprises	-	-	-	-	LAW 293 or department permission
LAW 403	Employment Law	-	-	-	-	None
LAW 411	Sports Law	-	-	W	-	None
LAW 425	E-Commerce Law	-	-	-	-	Junior standing
LAW 430	Ethics and Legal Compliance	-	-	-	-	None
LAW 456	Environmental Law	W	-	-	-	Sophomore standing or above
LAW 479	Special Topics	-	-	W	-	LAW 293
MKTG 261	Contemporary Selling	D or E	D or E	D or E	D or E	None
MKTG 360	Principles of Marketing	D or E or W or L	D or E or W or L	D or E or W	D or E or W	None
MKTG 361	Advanced Personal Selling		D or E			
MKTG 363	Retailing	D	D or E	D or W	D or W	MKTG 360
MKTG 365	Consumer Behavior	D or E or W	D or E or W	D or W	D or W	MKTG 360
MKTG 368W	Marketing Strategy	D or E	D or E	D or E	D or E	MKTG 360 and ACC 240
MKTG 369	Advertising	D or E	D or E	-	D	MKTG 360
MKTG 374	Business to Business Marketing	D	D	-	-	MKTG 360
MKTG 375	International Business Transactions	D or E or L	-	-	-	MKTG 360
MKTG 425	Sports and Event Marketing	D	D or E	D or T or L	-	MKTG 360 or SMGT 201
MKTG 426	Sponsorship	D or E		D or E		MKTG 360 or SMGT 201
MKTG 430	Marketing of Services	D	-	-	-	MKTG 360
MKTG 444	Direct and Interactive Marketing	D				MKTG 360
MKTG 460	Global Marketing	D or E or W	D or E or W	-	D or W	MKTG 360
MKTG 461	Sales Management	E	E	-	-	MKTG 261 and MKTG 360
MKTG 470	Marketing Research	D	D or E	D		MKTG 360 and DS 265
MKTG 473	Marketing and Product Innovation	-	D	-	-	MKTG 360
MKTG 474	Promotional Strategy	-	D	-		MKTG 369
MKTG 475	Marketing Planning & Management	D or E	D or E	D or W	-	MKTG 368W
MKTG 479	Special Topics	-	-	-	-	MKTG 360
SCM 380	Introduction to Supply Chain Mgmt.	L or D or E or W	D or L	W	D or E	None
SCM 385	Logistics (Formerly MKTG 364)	D or E	D or E	D or E	W	MKTG 360
SCM 386	Purchasing & Supply Mgmt.	D or E	D or E	-		Junior standing
SCM 420	Operations Planning & Scheduling in SC	-	D or E	-		OM 374 and Junior standing
SCM 464	Advanced Logistics	D or E	-	-	-	SCM 385 and Junior standing
SCM 465	Global Supply Chain Mgmt.	D or E	D or E	-	-	SCM 380, IB 210 and Junior standing