

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.)

GRADUATE

Course #	Course Name	Fall	Winter	Summer A	Summer B	Prerequisite(s)
IB 610	Global and Business Environment	E or W or L (even)	E or W	E or W	-	Admission to MBA
LAW 511	Sports Law	-	-	W	-	None
LAW 525	E-Commerce Law	-	-	-	-	None
LAW 535	Ethics and Legal Compliance	-	-	-	-	None
LAW 540	Employment Law	W (odd)	W	W	-	None
LAW 550	International Business Law	W	W	-	-	None
LAW 603	Legal Environment of Nonprofit Organizatio	-	-	D	-	None
LAW 615	Law for Financial Professionals	E	S	-	-	None
LAW 679	Special Topics	-	-	-	-	
LAW 681	Special Topics	-	-	-	-	
MKTG 510	Marketing Management	E and W	E or W	-	W	None
MKTG 525	Global Marketing	-	E or W	W	-	MKTG 510
MKTG 530	E-Commerce Essentials	-	W	-	-	None
MKTG 610	Marketing Policies & Problems	E or W or L (odd)	E or W	-	E or W	MKTG 510 and admission to MBA
MKTG 620	Customer Satisfaction	-	-	-	-	MKTG 510
MKTG 630	Sales Operation Management	E	-	-	-	MKTG 510
MKTG 635	Digital Marketing		W			MKTG 510
MKTG 640	Integrated Marketing Communications	E	-	-	-	MKTG 510
MKTG 645	Database Marketing	E or W	-	-		MKTG 510
MKTG 655	Strategic Brand Management	-	E or W	-	W	MKTG 510
MKTG 665	Seminar in Consumer Behavior	E or W	-	E or W	-	MKTG 510
MKTG 670	Advanced Methods in Marketing Research	-	E or W	-	-	MKTG 510
MKTG 699	Independent Study	-	-	-	-	MKTG 510 and department permission
SCM 611	Supply Chain Management	E or L	E	E	-	MKTG 510
SCM 614	Information Technology for SCM	-	E or L	-	-	None
SCM 618	Logistics in the Supply Chain	E or L	-		-	MKTG 510
SCM 622	Customer Relationship Management	-	E or L	-		MKTG 510
SCM 624	Supply Chain Ops, Plan. & Scheduling	E	-	-	-	SCM 611
SCM 628	Purchasing/Outsourcing & Quality	-	E	-		MKTG 510