

**EMU COB Department of Marketing**

**Offering Courses in International Business, Integrated Marketing Communications, Law, Marketing, & Supply Chain Management**

Expected Scheduling Patterns - Subject to change based on demand, available instructors, and other factors. Shifting between Summer 2 and Summer 3 may occur. Instructional mode determined by the faculty member. *Note:* Shaded items may be offered TBD but are not regularly scheduled.

UNDERGRADUATE						
Course #	Course Name	Fall	Winter	Summer 2	Summer 3	Prerequisite(s)
IB 210	Fundamentals of Global Business	X	X	X	X	None
IB 380	International Business Ethics	-	X	-	X	Concurrent Prereq - IB 375
IB 375	Doing Business in Countries/Regions	X	X	-	-	Prerequisite - IB 210
IB 475	Int'l Business: Study Abroad Perspective			Study Abroad		IB 210; Department permission
LAW 293	Legal Environment of Business	X	X	X	X	None
LAW 350	International Business Law	X	X	-	-	None
LAW 393	Law of Business Enterprises	-	-	-	-	LAW 293 or department permission
LAW 403	Employment Law	-	-	-	-	None
LAW 411	Sports Law	-	-	X	-	None
LAW 430	Ethics and Legal Compliance	-	-	-	-	None
LAW 479	Special Topics	-	-	-	-	LAW 293
MKTG 261	Contemporary Selling	X	X	X	X	None
MKTG 239	Google AdWords and Web Page Design	X	X	-	-	None
MKTG 339	Google Analytics and Landing Page Optimization	-	X	-	-	MKTG 239
MKTG 360	Principles of Marketing	X	X	X	X	None
MKTG 361	Advanced Personal Selling	-	X	-	-	
MKTG 363	Retailing	X	X	X	X	MKTG 360
MKTG 365	Consumer Behavior	X	X	X	X	MKTG 360
MKTG 368W	Marketing Strategy	X	X	X	X	MKTG 360
MKTG 369	Advertising	X	X	-	X	MKTG 360
MKTG 374	Business to Business Marketing	-	X	-	X	MKTG 360
MKTG 425	Sports and Event Marketing	X	X	X	-	MKTG 360 or SMGT 201
MKTG 426	Sponsorship	X	-	X	-	MKTG 360 or SMGT 201
MKTG 430	Marketing of Services	X	-	-	-	MKTG 360
MKTG 444	Direct and Interactive Marketing	X	X	-	-	MKTG 360
MKTG 460	Global Marketing	X	X	-	X	MKTG 360
MKTG 461	Sales Management	X	X	-	-	MKTG 261 and MKTG 360
MKTG 470	Marketing Research	X	X	X	-	MKTG 360 and DS 251 or DS 265
MKTG 473	Marketing and Product Innovation	-	X	-	-	MKTG 360
MKTG 474	Promotional Strategy	-	X	-	-	MKTG 369
MKTG 475	Marketing Planning & Management	X	X	-	X	MKTG 368W
MKTG 479	Special Topics	-	-	-	-	MKTG 360
OM 374	Introduction to Operations Management	X	X	X	X	DS 251 or DS 265
SCM 380	Intro. to Supply Chain Mgmt. (Formerly MKTG 464)	X	X	X	X	None
SCM 385	Logistics (Formerly MKTG 364)	X	X	X	X	MKTG 360
SCM 386	Purchasing & Supply Mgmt.	X	X	X	-	Junior standing
SCM 420	Operations Planning & Scheduling in SC	-	X	-	X	OM 374 and Junior standing
SCM 464	Advanced Logistics	X	-	-	-	SCM 385 and Junior standing
SCM 465	Global Supply Chain Mgmt.	X	X	-	-	SCM 380, IB 210 and Junior standing

X = Expected course offering(s). Please note that undergraduate courses are offered in the daytime; or evening (after 5 pm); or entirely online; or hybrid (i.e. some in-person OR remote-synchronous meetings plus online coursework). The Integrated Marketing Communications (IMC) graduate program is delivered entirely online on a 7.5-week course schedule.

Revised 03/17/2023

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GRADUATE						
Course #	Course Name	Fall	Winter	Summer 2	Summer 3	Prerequisite(s)
IB 610	Global and Business Environment	X (even)	X	X	-	Admission to MBA
LAW 511	Sports Law	-	-	X	-	None
LAW 535	Ethics and Legal Compliance	-	-	-	-	None
LAW 540	Employment Law	X (odd)	X	X	-	None
LAW 550	International Business Law	X	X	-	-	None
LAW 603	Legal Environment of Nonprofit Organizations	-	-	X (odd)	-	None
LAW 615	Law for Financial Professionals	X	X	-	-	None
LAW 679	Special Topics	-	-	-	-	
LAW 681	Special Topics	-	-	-	-	
MKTG 510	Marketing Management	X	X	-	X	None. Crosslisted w/ MKTG 360 in Summer
MKTG 525	Global Marketing	-	X	X	-	MKTG 510
MKTG 530	E-Commerce Essentials	X	-	-	-	None
MKTG 610	Marketing Policies & Problems	X	X	-	X	MKTG 510 and admissions to MBA
MKTG 630	Sales Operation Management	X	-	-	-	MKTG 510
MKTG 635	Digital Marketing	-	X	-	-	MKTG 510
MKTG 640	Integrated Marketing Communications	X	-	-	X	MKTG 510
MKTG 645	Database Marketing	X	-	-	-	MKTG 510
MKTG 655	Strategic Brand Management	-	X	-	X	MKTG 510
MKTG 665	Seminar in Consumer Behavior	X	-	-	-	MKTG 510
MKTG 670	Marketing Research & Analytics	-	X	-	X	MKTG 510
MKTG 699	Independent Study	-	-	-	-	MKTG 510 and department permission
SCM 611	Supply Chain Management	X	X	-	X	MKTG 510
SCM 614	Information Technology for SCM	-	X	-	-	None
SCM 618	Logistics in the Supply Chain	X	-	-	-	MKTG 510
SCM 622	Customer Relationship Management	-	X	-	-	MKTG 510
SCM 624	Supply Chain Ops, Plan. & Scheduling	X	-	-	-	SCM 611
SCM 628	Purchasing/Outsourcing & Quality	-	X	-	-	MKTG 510

Course #	Course Name	Early Fall	Late Fall	Early Winter	Late Winter	Summer 2	Prerequisite(s)/Co-requisite
IMC 601	IMC Principles, Strategies & Tactics	X					Admission to IMC or Certificate Pgm
IMC 602	Brand Development				X		IMC 601, 603, 604
IMC 603	Consumer Behavior & Insights		X				IMC 601
IMC 604	IMC Research & Analytics			X			IMC 601, 603
IMC 605	Creative Strategy		X				IMC 602 or MKT 655/ Co-req w/606
IMC 606	Media Strategy		X				IMC 602 or MKT 655/Co-req w/605
IMC 608*	Digital & Direct Marketing						IMC 602 or MKT 655
IMC 609*	Public Relations & Crisis Mgt.						IMC 602 or MKT 655
IMC 612	Sales Promotion						IMC 602
IMC 614	IMC Privacy Policy Management				X		IMC 602 or MKT 655/Co-req w/615
IMC 615	IMC Ethics, Regulations & Society				X		IMC 602; or MKT 655/Co-req w/614
IMC 616	Search Engine Marketing	X					IMC 601 and 602
IMC 617	Social Media Marketing Strategy			X			IMC 601, 602 and 606
IMC 618*	Customer Relationship Marketing						IMC 602 or MKT 655
IMC 620*	Business-to-Business Marketing						IMC 602 or MKT 655
IMC 631	IMC Campaigns					X	IMC 601, 602, 603, 604 and 615
IMC Elective*						X	IMC 602; (*Year 1 rotating elective)
IMC 679	Special Topics						Dept. permission
							*Rotating Summer Elective

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