

# DIVISION OF MARKETING AND SUPPLY CHAIN MANAGEMENT

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## General Information

The Division of Marketing and Supply Chain Management offers courses that prepare students for positions in marketing, supply chain management, and the business of healthcare. Classes provide comprehensive coverage of topics including product/service design, development, and commercialization, pricing of products and services; and promotion (through advertising sales promotion, and personal selling). Primary emphasis is placed on the distribution of products/services, including channel structure and physical delivery/logistics.

The division's faculty have a national reputation for expertise in marketing channels, marketing strategy, supply chain management, and the business of healthcare. All have academic credentials from leading U.S. schools, and many have significant business experience. The division faculty have a strong record of publication and research and use this knowledge in the classroom and as consultants to corporations. Members have been elected to prominent leadership positions in professional associations.

Students will find a wide range of opportunities to interact with successful business executives, both formally in the classroom, and informally, through professional student organizations.

## Programs & Facilities

### Integrated Business Core

Students get hands-on, real-world training through Integrated Business Core. From brainstorming and market analysis to managing employees and the legal implications of business transactions to selling products and closing the books on the last sale, IBC develops the skills it takes to launch a successful business. All profits go to local non-profit charities along with 'sweat equity' of up to 500 hours of community service each semester.

### Full Semester Study in Italy Program

Marketing & Supply Chain Management offers a full semester study in Italy program that allows students to study in Italy throughout the spring semester, and also provides opportunities for internships abroad as a part of this program, as well as the chance to experience Italian and European culture.

## Undergraduate Study

### Bachelor of Business Administration

Healthcare Business, Bachelor of Business Administration students take specialized interdisciplinary courses in healthcare marketing, ethical and regulatory issues, and supply chain. They obtain employment in organizations that sell to and service the hospitals and clinics in

the healthcare industry, including pharmaceutical reps, and medical equipment agents.

Marketing, Bachelor of Business Administration students take courses that prepare them for careers involving retailing, negotiation/selling, international marketing, and new product development. Internships can greatly facilitate the job search process and prepare students for their first jobs. Students are strongly encouraged to do an internship.

Supply Chain Management, Bachelor of Business Administration provides an invaluable education experience based of real-world application of distribution, marketing, and management practices. Students take courses in logistics management, purchasing and buying behavior, production operations management, and inventory and materials management.

## Accelerated Programs

The Marketing, B.B.A./Management of Information and Technology, M.S. and Supply Chain Management, B.B.A./Management of Information and Technology, M.S. accelerated programs are great opportunities for undergraduate students who are pursuing a BBA degree to earn a master's degree with a specialization in data analytics.

The Marketing, B.B.A./Supply Chain Management (Online), M.S. and Supply Chain Management, B.B.A./Supply Chain Management (Online), M.S. accelerated programs are great opportunities for undergraduate students who are pursuing a BBA degree to earn a master's degree in the field of supply chain management.

## Minors

The Digital Marketing for Business Majors, Minor and Digital Marketing for Non-Business Majors, Minor provide the practical knowledge and insights required to establish objectives and strategies, properly select the digital marketing platforms to engage consumers, and monitor and measure the results of these efforts.

The Healthcare Minor offers additional perspective and credentials that supplements the student's business degree, making them desirable recruits and better prepared employees for hospitals, clinics, and related healthcare organizations.

The Marketing Minor and the Marketing for Non-Business Majors, Minor introduce the field of marketing.

The Supply Chain Management for Business Majors, Minor and the Supply Chain Management for Non-Business Majors, Minor introduce the field of supply chain management.

## Graduate Study

### Master of Science

The Master of Science in Supply Chain Management (Online) seeks to enhance and expand the career and educational opportunities for working professionals in a variety of key industries such as aerospace, defense, healthcare, and high tech, telecommunication, transportation, supply chain, within the State of Oklahoma, the United States, and the broader global community, by providing a unique and high-level educational experience focused on fundamental and advanced topics in the field of supply chain management. The course of study will be delivered in a fully online format. The program will be taught by leading scholars in the field, who are faculty of the Division of the Price College of Business and leading executives and practitioners, who will bring modern thought on best practices from the literature and field into the classroom.

## Graduate Certificate

The Graduate Certificate in Supply Chain Management (Online) is designed for professionals, particularly those who have advanced leadership, analysis, innovation and technology skills to adapt to current and future disruption of technology in SCM.

## Courses

### **HCB 3440 Mentored Research Experience 3 Credit Hours**

0 to 3 hours. Prerequisite: ENGL 1113 or equivalent, and permission of instructor; ACCT 2123 or concurrent enrollment; Math 1743 or Math 1823 or MATH 1914; May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

### **HCB 3613 Healthcare Marketing and Administration 3 Credit Hours**

(Crosslisted with MKT 3613) Prerequisite for Business Majors: Business Candidacy & MKT 3013 Prerequisite for Non-business Majors: MKT 2013 or 3013. Healthcare organizations must be prepared to shift their strategies in order to meet the increasing demands in this dynamic market. The purpose of this course is to apply the systems of marketing and administration to the problems of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)

### **HCB 3633 Healthcare Finance 3 Credit Hours**

Prerequisite: HCB 3613, student must be approved for degree candidacy by Price College, sophomore standing, ACCT 2123 or concurrent enrollment, and MATH 1743 or MATH 1823 or MATH 1914. This course will be organized into four separate modules designed to provide students with a background in finance within the healthcare industry. Students will be impacted with the necessary knowledge of tools utilized in accounting and finance, financial management strategy and principles in the Healthcare industry. (F, Sp)

### **HCB 3643 Healthcare Planning, Budgeting & Accounting 3 Credit Hours**

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. A budget is an organization's operating plan expressed in monetary terms. It defines goals, outlines how operations are conducted and sets performance standards. Budgets provide a framework to set and pursue goals and evaluate the organization's performances. This course is designed to give students knowledge of different types of budgeting procedures and how to apply them to the healthcare industry. (F, Sp)

### **HCB 3653 Decision Modeling for Healthcare 3 Credit Hours**

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. This course will provide an overview of analytical techniques used to model complex healthcare problems to address strategic, tactical, and operational issues. We will address how decisions relating to forecasting, resource allocation, project management, healthcare supply chain can be improved through the use of analytical models. (F, Sp)

### **HCB 3703 Applied Project in the Business of Healthcare 3 Credit Hours**

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. The purpose of this course is to introduce the student to the various nuances of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)

### **HCB 3980 Honors Research 1-3 Credit Hours**

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)

### **HCB 3990 Independent Study 1-3 Credit Hours**

1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)

### **HCB 4613 Ethical and Regulatory Issues in Healthcare 3 Credit Hours**

(Crosslisted with MKT 4613) Prerequisite: MKT 3013, HCB 3613 or MKT 3613, LS 3323 prerequisite or concurrent enrollment; student must be approved for degree candidacy by Price College. This course explores the complex moral, ethical and legal issues that continue to arise within the healthcare profession, providing an opportunity to apply concepts learned in previous course studies. Case studies and supplemental readings will augment the text in guiding the student to a better understanding of healthcare economics. (F, Sp)

### **HCB 4623 Competitive and Economic Environment of Healthcare 3 Credit Hours**

(Crosslisted with MKT 4623) Prerequisite: for Business Majors: Business Candidacy, MKT/HCB 3613; for Non-business Majors: ECON 1123 and MKT/HCB 3613. A range of new governmental regulatory interventions in the healthcare arena and changes to the economic environment are linked to uncertainty in the structure of health insurance; the contractual arrangements and relationships that exist between patients, doctors, and hospitals. Explore these issues in detail and case studies that will guide the student to a better understanding of healthcare economics. (F, Sp)

### **HCB G4633 Healthcare Supply Chain Management 3 Credit Hours**

(Crosslisted with SCM 4633) Prerequisite: MKT 3613 or HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. The healthcare supply chain is a critical core business component of the healthcare delivery system. The purpose of this course is to bring an overview of the healthcare supply chain through the elements of the supply chain, the operational aspects and the strategic aspects of the integration of the supply chain with the clinical delivery of care. (F, Sp)

### **HCB 4643 Lean Six-Sigma in Healthcare 3 Credit Hours**

Prerequisite: Student must be approved for degree candidacy by Price College; Math 1743 or MATH 1823 or MATH 1914; ACCT 2123 or concurrent enrollment; MKT 3613 or HCB 3613. Lean Six Sigma in Healthcare is designed to provide a step-by-step guide to the DMAIC process, which will provide a valuable continuous improvement framework for students to address problems in the healthcare industry and other sectors of business. Students will be given a thorough overview of Lean Six Sigma. (Sp)

- HCB 4970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- MKT 2013 Introduction to Marketing and Supply Chain Management 3 Credit Hours**  
Prerequisite: Non-Majors only and sophomore standing. This course provides a foundational understanding of the intertwined disciplines of Marketing & Supply Chain Management; two critical components of modern business operations. Not open to Business majors and may not count toward degree requirements for the BBA degree. (F, Sp)
- MKT 2970 Special Topics/Seminar 1-3 Credit Hours**  
Special Topics. 1 to 3 hours. May be repeated; maximum credit nine hours. Special topics course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research, and field projects. (Irreg.)
- MKT 3013 Principles of Marketing and Supply Chain Management 3 Credit Hours**  
Prerequisite: ACCT 2123 or concurrent enrollment, MATH 1743 or MATH 1823 or MATH 1914, and student must be approved for degree candidacy by Price College. MKT 3013 provides a foundational understanding of the intertwined disciplines of Marketing & Supply Chain Management; two critical components of modern business operations. Students will gain a familiarity with each field and the terminology, learn core concepts, strategies, and best practices of both areas, explore the interaction between the two fields. (F, Sp, Su)
- MKT 3053 Marketing Research 3 Credit Hours**  
Prerequisite: Students must be approved for degree candidacy by Price College; MKT 3013. Provides students with an understanding of the role of marketing research in organizations and how marketing research is implemented. Topics include: the value of primary and secondary data, methods for data collection and analysis, and how research errors can be avoided. The course will enhance students' ability to work in teams and effectively communicate facts and opinions to solve problems. (F, Sp)
- MKT 3223 Logistics Management 3 Credit Hours**  
(Crosslisted with SCM 3223) Prerequisite: Student must be approved for degree candidacy by Price College, 3013 or concurrent enrollment. The physical supply and distribution function in business management, including channel selection, transportation, facility location and materials management; concentrates on the analytical and managerial methods necessary for the development and control of an integrated logistics system. (F, Sp)
- MKT 3323 Consumer Behavior 3 Credit Hours**  
Prerequisite: Students must be approved for degree candidacy by Price College; MKT 3013 or concurrent enrollment; ACCT2123 or concurrent enrollment. This course is an introduction to the world of consumer (customer) behavior and their purchasing habits. The internal and external influences on the consumer are studied in the context of forming marketing strategies and tactics. Topics include cultural values, demographics, subcultures, reference groups, lifestyles, perception, learning, memory, motivation, personality, emotion, and attitudes. (F, Sp)
- MKT 3343 Retailing Management 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College, MKT 3013. An analytical approach to the management of retail institutions. Addresses strategic and operating level decision making related to delivery of products and services to consumers, focusing on each of the four dimensions of the marketing mix. Includes modules on electronic commerce and ethical responsibility. (F, Sp)
- MKT 3413 New Product Development 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT3013 & MKT3053. Focuses on the development of ideas for new or established organizations, creating an environment conducive to innovation, recognizing business opportunities, assessing the market, customer and competitor situation. The development of these ideas leads to a feasibility analysis. Examines the development of a sales and distribution structure (including franchising, distributorship, and licensing and alliances), understanding segmentation, targeting, and niching. (F, Sp)
- MKT 3440 Mentored Research Experience 3 Credit Hours**  
0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)
- MKT 3513 Social Media Marketing 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT3013 or concurrent enrollment; ACCT2123 or concurrent enrollment. The new sectors of Social Media and Digital Marketing are exploding in new technology, resulting in fundamental shifts in the way marketers communicate and interact with consumers. This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers and monitor the results of these efforts. (F, Sp)
- MKT 3613 Healthcare Marketing and Administration 3 Credit Hours**  
(Crosslisted with HCB 3613) Prerequisite for Business Majors: Business Candidacy & MKT 3013 Prerequisite for Non-business Majors: MKT 2013 or 3013. Healthcare organizations must be prepared to shift their strategies in order to meet the increasing demands in this dynamic market. The purpose of this course is to apply the systems of marketing and administration to the problems of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)
- MKT 3713 Fundamentals of Franchising 3 Credit Hours**  
(Crosslisted with FRAN 3713) Prerequisite: Business Candidacy and 3000 level core or concurrent enrollment. Provides a fundamental understanding of the franchising business model to showcase its unique differential advantages over alternative conventional systems of distribution. In particular, the course will focus on introducing students to operational issues, information flows, financial considerations and relationship processes involved in franchising. (F, Sp)
- MKT 3960 Honors Reading 1-3 Credit Hours**  
Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted honors candidate to study materials not usually presented in regular courses. (F, Sp, Su)
- MKT 3970 Honors Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)
- MKT 3980 Honors Research 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)

- MKT 3990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)
- MKT 4123 Professional Selling and Negotiations 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT3013. Addresses the field sales effort of the firm with emphasis on tactical analysis. It examines professional selling as the negotiation process that provides the link between firm and customer with a focus on both the oral and written communication involved. The thrust of the course is application and the view is first line and tactical. (F, Sp)
- MKT 4143 Digital Marketing 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT 3013. This course provides the practical knowledge and insights required to establish objectives and strategies, properly select the digital marketing platforms to engage consumers, monitor and measure the results of these efforts. Learn how to manage, analyze a successful digital marketing presence for an organization, techniques for gaining internal/external influences to achieve organizational goals that benefit society as a whole. (F, Sp)
- MKT 4173 Marketing Analytics 3 Credit Hours**  
Prerequisite: Students must be approved for degree candidacy by Price College; MKT3013 and MKT3053. This will be an exciting, hands-on course which will give you a variety of tools to help you understand, manipulate and add value to data thereby allowing you and others to make better business decisions. (F, Sp, Su)
- MKT 4303 International Advertising 3 Credit Hours**  
(Crosslisted with JMC 4303) Prerequisite: JMC 3303 or special permission. May be repeated once with change of subject matter; maximum credit six hours. Designed to provide basic understanding of advertising and culture that applies to advertising in non-American locations. (Irreg.)
- MKT G4333 Marketing Strategy and Policy 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT3013, MKT3053 & MKT3323. Major topics addresses are strategic marketing, product management, pricing management and marketing ethics. (F, Sp)
- MKT 4523 International Marketing 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; MKT3013. Study of marketing concepts and their international marketing implications, dealing with international market structure, framework for multinational marketing, strategic guidelines for global marketing strategies, pricing, promotion, product and distribution strategies for international markets. Special assignments include case studies, country analysis, article reviews and a term paper on topic of special interest related to international marketing. (F, Sp)
- MKT 4613 Ethical and Regulatory Issues in Healthcare 3 Credit Hours**  
(Crosslisted with HCB 4613) Prerequisite: MKT 3013, HCB 3613 or MKT 3613, LS 3323 or concurrent enrollment; student must be approved for degree candidacy by Price College. This course explores the complex moral, ethical and legal issues that continue to arise within the healthcare profession, providing an opportunity to apply concepts learned in previous course studies. Case studies and supplemental readings will augment the text in guiding the student to a better understanding of healthcare economics. (F, Sp)
- MKT 4623 Competitive and Economic Environment of Healthcare 3 Credit Hours**  
(Crosslisted with HCB 4623) Prerequisite: for Business Majors: Business Candidacy, MKT/HCB 3613; for Non-business Majors: ECON 1123 and MKT/HCB 3613; Not open to Marketing majors. A range of governmental regulatory interventions in the healthcare arena and changes to the economic environment are linked to uncertainty in the structure of health insurance; the contractual arrangements and relationships that exist between patients, doctors, and hospitals. Explore these issues in detail and case studies that will guide the student to a better understanding of healthcare economics. (F, Sp)
- MKT 4970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- MKT 4990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- MKT 5402 Marketing Management 2 Credit Hours**  
Prerequisite: graduate standing; departmental permission. Covers marketing concepts of use to MBAs. Topics include the use of management information systems, pricing, product offerings, promotion, distribution and consumer behavior, as well as marketing segmentation and strategic marketing. (F, Sp)
- MKT 5960 Readings in Selected Fields of Marketing 1-4 Credit Hours**  
1 to 4 hours. Prerequisite: graduate standing and permission. May be repeated; maximum credit eight hours. Guided reading in selected fields of marketing; conferences with staff. Scope of reading and credit to be arranged on entry into course. The only passing grade given in this course is the neutral grade of S. (F, Sp, Su)
- MKT 5970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- MKT 5990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- MKT 6393 Core Theories in Marketing Research 3 Credit Hours**  
Prerequisite: Graduate standing and departmental permission of the Director, Price College of Business graduate programs. This seminar is designed to provide students with a broad exposure to the major theories in marketing research, especially in the marketing strategy literature. The goal is to provide a working knowledge of the important substantive topics and conceptual ideas that underlie historic and ongoing marketing strategy research. (Irreg.)

- MKT 6960 Directed Readings in Marketing 1-4 Credit Hours**  
1 to 4 hours. Prerequisite: graduate standing; permission of instructor, permission (Director, Price College of Business Graduate Programs). May be repeated as needed by Ph.D. students. Special reading programs are designed to enable graduate students (1) to extend their study to fields of marketing that are not covered in other courses and/or (2) to provide an opportunity for more extensive or intensive study of subjects covered in other courses. (F, Sp, Su)
- MKT 6970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit 12 hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or research and field projects. (Irreg.)
- MKT 6980 Research for Doctoral Dissertation 2-16 Credit Hours**  
2 to 16 hours. Prerequisite: Graduate standing and permission of instructor; may be repeated. Directed research culminating in the completion of the doctoral dissertation. (F, Sp, Su)
- MKT 6990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- SCM 2113 Introduction to Logistics and Supply Chain Management 3 Credit Hours**  
Course is designed to familiarize and present business related topics to majors in other disciplines of study. Topics will vary and may encompass all divisions within the Price College of Business. (F, Sp)
- SCM 3113 Principles of Supply Chain Management 3 Credit Hours**  
Prerequisite: Student must be approved for business degree candidacy; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. Firms of all kinds are attempting to improve their competitive positions by strategically managing the flow of raw materials, work-in-process inventories and finished goods. This course is built around the topic of managing the supply chain that plans, sources, makes and delivers an organization's good and/or services - from suppliers of raw materials through to the final customer. (F, Sp)
- SCM 3123 Procurement and Strategic Sourcing 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; SCM 3113; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. Procurement and Strategic Sourcing addresses the processes that facilitate the structure, creation and management of value-added transaction and relationships between supplier and customer organizations in a channel, supply chain, and integrated value system context. (F)
- SCM 3223 Logistics Management 3 Credit Hours**  
(Crosslisted with MKT 3223) Prerequisite: Student must be approved for degree candidacy by Price College, Marketing 3013 or concurrent enrollment. The physical supply and distribution function in business management, including channel selection, transportation, facility location and materials management; concentrates on the analytical and managerial methods necessary for the development and control of an integrated logistics system. (F, Sp)
- SCM 3440 Mentored Research Experience 3 Credit Hours**  
0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)
- SCM 3523 Production/Operations Management 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College, SCM 3113; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. A study of the principles and practices related to production and operations management including product decisions, process planning, project planning, work measurement, plant location, facilities layout, scheduling and associated analytical techniques. (F, Sp)
- SCM 3960 Honors Reading 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Admission to Honors Program. May be repeated; maximum credit six hours. Consists of topics designated by the instructor in keeping with the student's major program. The topics will cover materials not usually presented in the regular courses. (F, Sp, Su)
- SCM 3970 Honors Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Subjects covered vary. Deals with concepts not usually treated in regular courses. (Irreg.)
- SCM 3980 Honors Research 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Admission to Honors Program. May be repeated; maximum credit six hours. Will provide an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)
- SCM 3990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)
- SCM G4003 Global Supply Chain Management 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; SCM 3113, SCM 3123, SCM 3223, SCM 3523; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. Overview of current transportation and supply chain management practices, which is a dynamic process involving a constant flow of information, products, and funds between the supplier, manufacturer, wholesaler, retailer and the consumer. Includes a review of current case studies and provides managerial insights into what is considered the best practices. (F, Sp)
- SCM G4013 Supply Chain Modeling and Decision Making 3 Credit Hours**  
Prerequisite: Student must be approved for degree candidacy by Price College; SCM 3113, SCM 3123, SCM 3223, SCM 3523; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. This course involves the development and application of analytical techniques to model complex supply chains to address strategic, tactical and operational issues. We will address how decisions relating to forecasting, resource allocation, transportation, project management, inventory management and supply networks can be improved through the use of analytical models. (F)

- SCM 4323 Applied Strategic Projects 3 Credit Hours**  
Prerequisite: Majors only; SCM 3123, SCM 3223 or MKT 3223, and SCM 3523; Student must be approved for degree candidacy by Price College. Supply chain management is of critical importance to businesses, households and the health and welfare of the country and the world. SCM 4323 will provide an overview of current supply chain management practices, which is a dynamic process that involves a constant flow of information, products, and funds between the supplier, manufacturer, wholesaler, retailer, and the consumer. (Sp)
- SCM G4633 Healthcare Supply Chain Management 3 Credit Hours**  
(Crosslisted with HCB 4633) Prerequisite: MKT 3613 or HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. The healthcare supply chain is a critical core business component of the healthcare delivery system. The purpose of this course is to bring an overview of the healthcare supply chain through the elements of the supply chain, the operational aspects and the strategic aspects of the integration of the supply chain with the clinical delivery of care. (F, Sp)
- SCM 4960 Directed Readings 1-4 Credit Hours**  
1 to 4 hours. Prerequisite: good standing in University; permission of instructor and dean. May be repeated; maximum credit four hours. Designed for upper-division students who need opportunity to study a specific problem in greater depth than formal course content permits. (Irreg.)
- SCM 4970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)
- SCM 4990 Independent Study 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)
- SCM 5402 Logistics, Distribution and Transportation Management 2 Credit Hours**  
Prerequisite: Graduate Standing; departmental permission; and SCM 5502 or concurrent enrollment. This course explores logistics, distribution, and transportation management by leveraging current events and case studies. Topics include planning, controlling, implementing, forwarding, and reversing the flows of goods, services, and information. This is an integrated course meant to offer a framework to improve personal managerial skills and professionalism in supplies management practices through analyzing logistics activities. (Irreg.)
- SCM 5422 Strategic Sourcing and Supply Management 2 Credit Hours**  
Prerequisite: Graduate Standing; departmental permission; and SCM 5502 or concurrent enrollment. Recognized as one of the key areas in supply chain management, strategic sourcing and supply management plays a role in maximizing value in the integrated supply chain. We will discuss advanced concepts, analytical tools, strategic and practical issues, and solutions in strategic sourcing and supply management across multiple major industry sectors. (Irreg.)
- SCM 5502 Fundamentals of Supply Chain 2 Credit Hours**  
Prerequisite: Graduate standing; departmental permission. This course dives into the fundamentals of supply chain and is divided into five sections, including (1) supply chain management: an overview, (2) supply issues in supply chain management, (3) operations issues in supply chain management (4) distribution issues in supply chain management, and (5) integration issues in supply chain management. (F)
- SCM 5522 Planning and Operations Management 2 Credit Hours**  
Prerequisite: Graduate standing; departmental permission. In this course, we will discuss advanced concepts of operations planning, operations functions, current operations management practices, analytical techniques related to operations management problems, and applying these concepts and techniques in practice. (Irreg.)
- SCM 5562 Supply Chain Excellence in a Global World 2 Credit Hours**  
Prerequisite: Graduate Standing; departmental permission; and SCM 5402 or concurrent enrollment; and SCM 5422 or concurrent enrollment; and SCM 5522 or concurrent enrollment. Supply Chain is truly global in today's world markets, and an up-to-date perspective is needed as the world is changing daily. Logistics is a key driver of globalization, and a facilitator of international trade and development with an ever search for excellence. We will focus on interdependent flows: materials, data, and resources worldwide, with a lens on quality and distinction. (Irreg.)
- SCM 5572 Modeling, Analytics, and Decision Making 2 Credit Hours**  
Prerequisite: Graduate standing; departmental permission; and SCM 5402 or concurrent enrollment; and SCM 5422 or concurrent enrollment; and SCM 5522 or concurrent enrollment. This course will provide an overview of analytical techniques used to model complex supply chain problems to address strategic, tactical, and operational issues. We will address how decisions relating to forecasting, resource allocation, transportation, project management, inventory management, and supply networks can be improved by analytical models. (Irreg.)
- SCM 5582 Current Topics in Supply Chain Management 2 Credit Hours**  
Prerequisite: Graduate standing; departmental permission; and SCM 5402 or concurrent enrollment; and SCM 5422 or concurrent enrollment; and SCM 5522 or concurrent enrollment. Supply chain management occurs in a world that is constantly changing. This course is designed to examine the current issues and challenges that face the supply chain managers and executives during the period that this course is taught. (Irreg.)
- SCM 5602 Integrated Supply Chain Capstone 2 Credit Hours**  
Prerequisite: Graduate standing; departmental permission; and SCM 5562 or concurrent enrollment; and SCM 5572 or concurrent enrollment; and SCM 5582 or concurrent enrollment. The student will gain an understanding of strategic sourcing and SCM and will develop critical thinking skills involving how the components of supply chain management work together to create value. The student will be introduced to decision analytic tools and their use in decision-making in SCM to develop an appreciation of the impact on the performance of the company. (Irreg.)
- SCM 5960 Directed Readings 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: graduate standing and permission of department. May be repeated; maximum credit twelve hours. Directed readings and/or literature reviews under the direction of a faculty member. (F, Sp, Su)
- SCM 5970 Special Topics/Seminar 1-3 Credit Hours**  
1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

**SCM 5990 Independent Study 1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

## Faculty

Last Name	First/Middle Name	Middle init.	OU Service start	Title(s), date(s) appointed	Degrees Earned, Schools, Dates Completed
Abernathy	Amelia		2022	Instructor, Marketing and Supply Chain Management	MBA, University of South Carolina BBA, Supply Chain Management and International Business, University of Oklahoma
Bood	June		2022	Instructor, Marketing and Supply Chain Management	M.A., English and Creative Writing, Southern New Hampshire University B.S., Accounting, University of Virginia
Briney	Alicia		2023	Lecturer of Marketing, Marketing and Supply Chain Management	Ph.D., Marketing, University of North Texas MBA, Louisiana State University, Shreveport B.S., Marketing, Louisiana State University, Shreveport
Chen	Jiayu		2023	Assistant Professor, Marketing and Supply Chain Management	Ph.D., Management Science, The University of Texas at Dallas M.S., Applied Mathematics, University of Illinois-Champaign B.S., Mathematics, B.S. Graphic Design, Syracuse University
Cravens	Sherad		2019	Instructor of Marketing and Supply Chain Management	BS Accounting, UNT; MBA Duke Univ
Davidson	Ronald	L	2015	Assistant Director of Marketing and Supply Chain Management, 2020; Executive Director, Center for the Business of Healthcare, 2017; Instructor of Marketing and Supply Chain Management, 2012	MBA, Univ of Central Oklahoma, 1992
Dogan	Orhan				Marketing and Supply Chain Management Ph.D. in Marketing, Georgia State University, Atlanta, GA, 2021 M.S. in Marketing, Georgia State University, Atlanta, GA, 2013 B.S. in Business Administration, Marmara University, Istanbul, Turkey, 2011 Visiting, B.S. in Business Administration, SRH Berlin University of Applied Sciences, Berlin, Germany, 2010
Gaddie	Kim				Lecturer of Marketing, Marketing and Supply Chain Management
Greco	Sam		2018	Instructor of Marketing and Supply Chain Management	BS Accounting
Jayaram	Jayanth "Jay"				Professor, Marketing and Supply Chain Management Ph.D. in supply chain management, Michigan State University; M.B.A., Central Michigan University; B.S., University of Bombay.
Li	Mei				Associate Professor of Supply Chain Management Ph.D., Arizona State University
Malhotr	Pankhuri				Assistant Professor of Marketing, Marketing and Supply Chain Management postdoctoral Scholar in Quantitative Marketing, Northwestern University, 2022; PhD in Information Systems, University of Illinois at Chicago, 2020; MSc in Business Analytics, University of Manchester, 2015; BSc Physics Honors, Miranda House, 2013
Muralidhar	Krishnamurty		2015	Professor of Marketing and Supply Chain Management, 2015; Baldwin Chair of Business Administration, 2018	PhD, Texas A&M Univ, 1986; MBA, Sam Houston State Univ, 1982; BS, Univ of Madras, 1977
Petersen	Kenneth	J	2018	Professor of Marketing and Supply Chain Management, 2018; Helen Robson Walton Chair, 2018	PhD, Michigan State Univ; MBA, Univ of Akron; BS, Univ of Alabama
Poularikas	Natasha		2019	Instructor, Marketing and Supply Chain Management	BS Mathematics, MBA Vanderbulity Univ, Director-Master of Science in Supply Chain Management
Schmidt	Jeffrey	B	2005	Associate Director, Associate Professor of Marketing and Supply Chain Management, 2005	PhD, Michigan State Univ, 1996; MBA, Oakland Univ, 2991; BS, Michigan State Univ, 1988

Steyn	Derik		Lecturer, Marketing and Supply Chain Management	Ph.D., Potchefstroom University, South Africa; Masters of Commerce (Cum Laude), Potchefstroom University, South Africa; Honors Bachelors of Commerce, Potchefstroom University, South Africa
Vargo	Stephen	L.	Professor of Market SysSiegfried Centennial Chair of Marketing and Supply Chain Management; Professor of Market Systems	Ph.D., Marketing, The University of Oklahoma; M.S., Social Psychology, The University of Oklahoma; B.A., Psychology, The University of Oklahoma
Wang	Qiong	2011	Associate Professor of Marketing and Supply Chain Management, 2018	PhD, Univ of Florida, 2006; MA, Wuhan Univ, 1999; BA, Wuhan Univ, 1996