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 Franchising Minor enhances the credentials of Price College students and creates a more attractive recruit. The minor serves all Price College majors but is particularly beneficial in conjunction with a Marketing Major as a means to increase placement opportunities.

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

FRAN 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)

FRAN 3713 Fundamentals of Franchising 3 Credit Hours
(Crosslisted with MKT 3713) Prerequisite: Business Candidacy & 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)

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 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  3 Credit Hours
Prerequisite: sophomore standing. This course for non-Business majors
explores real-world business marketing trends, principles, terminologies
and issues. 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  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. Focuses on the relationship between the firm
and its customers and the other members of the channel of distribution.
Introduces students to: the marketing function of an organization; the
environmental factors influencing marketing decisions; the discovery of
market opportunities; the development of marketing strategy; and the
development of marketing programs. (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 role 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.)

Division of Marketing and Supply Chain Management

1-3 Credit Hours
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 4333  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 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 5405  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 5510  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 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. 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 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 and 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 4003  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  Strategic Issues in Supply Chain Management  3 Credit Hours
Prerequisite: Majors only and SCM 3113. Supply chain management involves the design, planning, execution and monitoring of the activities in a supply chain to enhance firm value. The purpose of this course is to integrate the content of the individual courses to provide a broader view of the issues facing supply chain managers through case studies and real life supply chain projects. (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 creditnine 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

<table>
<thead>
<tr>
<th>Last Name</th>
<th>First/Middle Name</th>
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<th>OU Service start</th>
<th>Title(s), date(s) appointed</th>
<th>Degrees Earned, Schools, Dates Completed</th>
<th>Faculty Title(s), Date(s) appointed</th>
<th>Degree and Institution</th>
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<tbody>
<tr>
<td>Bennett Natasha</td>
<td>Natasha</td>
<td></td>
<td>2019</td>
<td>INSTRUCTOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
<td>BS Mathematics, MBA Vanderbilt Univ</td>
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<td>BBA OU; MBA Oklahoma Christian Univ</td>
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<td>Cravens Sherad</td>
<td>Sherad</td>
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<td>Greco Sam</td>
<td>Sam</td>
<td></td>
<td>2018</td>
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<td>BS Accounting</td>
<td>INSTRUCTOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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<tr>
<td>Kissick Elizabeth</td>
<td>Elizabeth</td>
<td></td>
<td>2016</td>
<td>INSTRUCTOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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<td>INSTRUCTOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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<tr>
<td>Muralidhar Krishnamurty</td>
<td></td>
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<td>2015</td>
<td>PROFESSOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT, 2015; BALDWIN CHAIR OF BUSINESS ADMINISTRATION, 2018</td>
<td>PhD, Texas A&amp;M Univ, 1986; MBA, Sam Houston State Univ, 1982; BS, Univ of Madras, 1977</td>
<td>PROFESSOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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<td>Petersen Kenneth J</td>
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<td>2018</td>
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<td>PROFESSOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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<td>Schmidt Jeffrey</td>
<td>Jeffrey B</td>
<td></td>
<td>2005</td>
<td>ASSOCIATE PROFESSOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT, 2005</td>
<td>PhD, Michigan State Univ, 1996; MBA, Univ of Akron, 1991; BS, Univ of Alabama</td>
<td>ASSOCIATE PROFESSOR OF MARKETING AND SUPPLY CHAIN MANAGEMENT</td>
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