

MKTG 3742 - Organizational Purchasing

Fall 2026 Syllabus, Section 01, CRN 41379,

Credit hours: 3

Instructor

John Rossi

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Public Instructor Information

Mr. John Rossi, Sr. Lecturer

Professional Qualifications:

BSBA, The Ohio State University

MBA, Youngstown State University

EDD Graduate Courses, Youngstown State University

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Course Description

3742. Organizational Purchasing. Examination of procurement and purchasing activities within the organization with a concentration on the multiple levels of supplier and customer relationships. Topics include current trends in procurement and sourcing, purchasing policy and procedures, supplier evaluation and selection, sourcing processes, and contract management. Prereq.: MKTG 3703, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Purchasing and Supply Management (17th Edition)	P. Fraser Johnson	9781265322496 / 126532249X

McGraw-Hill Conformance

The publication contains a conformance statement that it meets the EPUB Accessibility and WCAG 2 Level AA standard.

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This publication claims to meet EPUB Accessibility 1.1 Web Content Accessibility Guidelines (WCAG) 2.2 Level AA.

eBook Details

Purchasing and Supply Management

17th Edition, P. Fraser Johnson

ISBN: 9781265322496 / 126532249X / ©2024

Publisher - McGraw-Hill Connect Link for eBook Access

How to register

Go to your section registration link and enter your email to register.

Section registration link: <https://connect.mheducation.com/class/j-rossi-mktg-3742-01-organizational-purchasing-crn-41379--mw-200-pm-315-pm--room-2223>

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Having trouble registering?

Get help: <https://www.mheducation.com/highered/support/connect/first-day-of-class/standalone.html>

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

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Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	INTRODUCTION: Review of Syllabus & Mapping of Course and Learning Objectives, and Concepts, and Topics		
8/31	Read Chapter 14 - Global Supply Management In Class - HANDOUT Case 14-2 Historical (pp. 433-444, 16th Edition) Marc Biron Supply Manager at BCI - Classroom Discussion Homework Assignment - Current Case 14-2 (pp. 447-449, 17th Edition) Sarin Pharmaceuticals, Ltd. -	Read Chapter 14 - Global Supply Management In Class - HANDOUT Case 14-2 Historical (pp. 433-444, 16th Edition) Marc Biron Supply Manager at BCI - Classroom Discussion Homework Assignment - Current Case 14-2 (pp. 447-449, 17th Edition) Sarin Pharmaceuticals, Ltd. -	
9/7	Read Chapter 01 - Purchasing and Supply Management In Class - HANDOUT Case 1-2 (p. 25, 17th Edition) Brennan Bank - Classroom Discussion Homework Assignment - Current Case 1-3 (pp. 25-27, 17th Edition) Hansen Equipment -	Read Chapter 01 - Purchasing and Supply Management In Class - HANDOUT Case 1-2 (p. 25, 17th Edition) Brennan Bank - Classroom Discussion Homework Assignment - Current Case 1-3 (pp. 25-27, 17th Edition) Hansen Equipment -	
9/14	Read Chapter 02 - Supply Strategy In Class - HANDOUT Case 2-2 (pp. 43-45, 17th Edition) Stedmann Technologies - Classroom Discussion Homework Assignment - Case 2-3 (pp. 45-48, 17th Edition) Topeka Elevators	Read Chapter 02 - Supply Strategy In Class - HANDOUT Case 2-2 (pp. 43-45, 17th Edition) Stedmann Technologies - Classroom Discussion Homework Assignment - Case 2-3 (pp. 45-48, 17th Edition) Topeka Elevators	
9/21	Read Chapter 03 - Supply Organization In Class - HANDOUT Case 3-1 (pp. 74-77, 17th Edition) Donovan Valley Purchasing Consortium - Classroom Discussion Homework Assignment - Case 3-2 (pp. 79-81, 17th Edition) Central University Homework Assignment - Case 3-3 (pp. 81-82, 17th Edition) Lambert-Martin Automotive Systems, Inc.	Read Chapter 03 - Supply Organization In Class - HANDOUT Case 3-1 (pp. 74-77, 17th Edition) Donovan Valley Purchasing Consortium - Classroom Discussion Homework Assignment - Case 3-2 (pp. 79-81, 17th Edition) Central University Homework Assignment - Case 3-3 (pp. 81-82, 17th Edition) Lambert-Martin Automotive Systems, Inc.	
9/28	PRESENTATION PROJECT NO. 1 - COMPANY BUYING CENTER FUNCTION & ROLE RESPONSIBILITIES PROFESSIONALISM. INCLUDES EVALUATION & ANALYSIS VENDOR SUPPLY CHAIN & SUPPLIER RELATIONSHIP POLICY (Group Presentation: Max. 3-People)	PRESENTATION PROJECT NO. 1 - COMPANY BUYING CENTER FUNCTION & ROLE RESPONSIBILITIES PROFESSIONALISM. INCLUDES EVALUATION & ANALYSIS VENDOR SUPPLY CHAIN & SUPPLIER RELATIONSHIP POLICY (Group Presentation: Max. 3-People)	EXAM 01 - CHAPTERS 1, 2, 3, and 14 TO BE COMPLETED by Sunday, October 4, 2026
10/5	Read Chapter 04 - Supply Processes and Technology In Class - HANDOUT Case 4-1 (pp. 119-120, 17th Edition) Llydican College - Classroom Discussion Homework Assignment - Case 4-2 (pp. 120-122, 17th Edition) Eastern Pharmaceuticals Ltd.	Read Chapter 04 - Supply Processes and Technology In Class - HANDOUT Case 4-1 (pp. 119-120, 17th Edition) Llydican College - Classroom Discussion Homework Assignment - Case 4-2 (pp. 120-122, 17th Edition) Eastern Pharmaceuticals Ltd.	
10/12	Read Chapter 05 - Make or Buy, Insourcing, & Outsourcing In Class - HANDOUT Case 5-2 (pp. 140-141, 17th Edition) Marshall Insurance Company - Classroom Discussion Homework Assignment - Case 5-1 (pp. 138-140, 17th Edition) Garland Chocolates	Read Chapter 05 - Make or Buy, Insourcing, & Outsourcing In Class - HANDOUT Case 5-2 (pp. 140-141, 17th Edition) Marshall Insurance Company - Classroom Discussion Homework Assignment - Case 5-1 (pp. 138-140, 17th Edition) Garland Chocolates	



10/19	Read Chapter 06 - Need Identification and Specification MULTIPLE CONTINUATION CASE - Moren Corporation Moren Corporation Case 6-1 (pp. 159-160, 16th Edition) Moren Corporation (A) - HANDOUT - Homework Assignment - Moren Corporation Case 6-2 (pp. 161-162, 16th Edition) Moren Corporation (B) - HANDOUT -	Read Chapter 06 - Need Identification and Specification MULTIPLE CONTINUATION CASE - Moren Corporation Moren Corporation Case 6-1 (pp. 159-160, 16th Edition) Moren Corporation (A) - HANDOUT - Homework Assignment - Moren Corporation Case 6-2 (pp. 161-162, 16th Edition) Moren Corporation (B) - HANDOUT -	
10/26	Read Chapter 07 - Quality Moren Corporation Case 7-1 (pp. 194-195, 16th Edition) Power Line Poles Moren Corporation (C) - HANDOUT Read Chapter 15 - Legal and Ethics Moren Corporation Case 15-2 (pp. 479-483, 16th Edition) Sinclair & Winston (Moren Corporation D) - HANDOUT	Read Chapter 07 - Quality Moren Corporation Case 7-1 (pp. 194-195, 16th Edition) Power Line Poles Moren Corporation (C) - HANDOUT Read Chapter 15 - Legal and Ethics Moren Corporation Case 15-2 (pp. 479-483, 16th Edition) Sinclair & Winston (Moren Corporation D) - HANDOUT	EXAM 02 - CHAPTERS 4, 5, 6, 7, and 15 TO BE COMPLETED by Sunday, November 1, 2026
11/2	Read Chapter 08 - Quantity and Inventory Homework Assignment - Case 8-1 (pp. 246-248) Lisa Caruso Homework Assignment - Case 8-2 (pp. 248-249) Huntington School District	Read Chapter 08 - Quantity and Inventory Homework Assignment - Case 8-1 (pp. 246-248) Lisa Caruso Homework Assignment - Case 8-2 (pp. 248-249) Huntington School District	
11/9	Read Chapter 09 - Delivery Homework Assignment - Case 9-1 (pp. 272-273) Cameron Power Equipment Read Chapter 10 - Price In Class - HANDOUT Case 10-1 (pp. 308-309, 17th Edition) Wedlock Engineered Products - Class Discussion Homework Assignment - Case 10-3 (pp. 313-314) Western Canada Health Authority	Read Chapter 09 - Delivery Homework Assignment - Case 9-1 (pp. 272-273) Cameron Power Equipment Read Chapter 10 - Price In Class - HANDOUT Case 10-1 (pp. 308-309, 17th Edition) Wedlock Engineered Products - Class Discussion Homework Assignment - Case 10-3 (pp. 313-314) Western Canada Health Authority	
11/16	Read Chapter 11 - Cost Management Homework Assignment - Case 11-2 (pp. 340-341, 17th Edition) Robertson Industries Homework Assignment - Case 11-3 (pp. 341-343) Carmichael Corporation	Read Chapter 11 - Cost Management Homework Assignment - Case 11-2 (pp. 340-341, 17th Edition) Robertson Industries Homework Assignment - Case 11-3 (pp. 341-343) Carmichael Corporation	
11/23	Read Chapter 12 - Supplier Selection In Class - HANDOUT Case 12-2 (p. 376) Northeastern Hospital - Class Discussion Homework Assignment - Case 12-3 (p. 380) Bid Assessment Read Chapter 13 - Supplier Evaluation and Supplier Relationships Homework Assignment - Case 13-1 (pp. 403-407) Industrial Products PLC & Branco Performance	Read Chapter 12 - Supplier Selection In Class - HANDOUT Case 12-2 (p. 376) Northeastern Hospital - Class Discussion Homework Assignment - Case 12-3 (p. 380) Bid Assessment Read Chapter 13 - Supplier Evaluation and Supplier Relationships Homework Assignment - Case 13-1 (pp. 403-407) Industrial Products PLC & Branco Performance	EXAM 03 - CHAPTERS 8, 9, 10, and 11 TO BE COMPLETED by Sunday, November 29, 2026
11/30	PRESENTATION PROJECT NO. 2 - COMPANY SUPPLY MANAGEMENT STRATEGY EVALUATION & ANALYSIS - RECOMMENDATIONS FOR CONTINUOUS IMPROVEMENT IN SUPPLY CHAIN PROCESSES & CONTINUOUS IMPROVEMENT SUPPLIER RELATIONSHIP POLICY (Group Presentation: Max. 3-People)	PRESENTATION PROJECT NO. 2 - COMPANY SUPPLY MANAGEMENT STRATEGY EVALUATION & ANALYSIS - RECOMMENDATIONS FOR CONTINUOUS IMPROVEMENT IN SUPPLY CHAIN PROCESSES & CONTINUOUS IMPROVEMENT SUPPLIER RELATIONSHIP POLICY (Group Presentation: Max. 3-People)	
12/7	Upload Buying Center Presentations	Upload Buying Center Presentations	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.