Mktg 477: Oper. & Supply Chain Planning/Control

Marketing

This course covers fundamentals of supply chain management, buying/sourcing, making, moving, and selling activities, with particular emphasis on relationship and data-driven management in the networks of global supply chain. Students will use technology for slicing and dicing data in forecasting, analysis of variability in supply and demand, customer wants and values, retailing, advertising, and market research.

3 Credits

Prerequisites
- Pre-Requisite: 24 Earned Hours
- Prerequisite: Mktg 351 or Mktg 372 with minimum grade C

Instruction Type(s)
- Lecture: Lecture for Mktg 477
- Lecture: Web-based Lecture for Mktg 477

Subject Areas
- Logistics, Materials, and Supply Chain Management

Related Areas
- Business Administration and Management, General
- Business/Managerial Operations, Other
- Operations Management and Supervision
- Project Management

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master’s, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

http://catalog.olemiss.edu/2020/spring/undergraduate/business/marketing/mktg-477