

Mktg 462: Distribution and Logistics Management

MARKETING

Management of the fulfillment component of marketing activities; addressed are the marketing-related activities of supply/value chain organizations, the storage and movement of materials/products and information, through the fulfillment chain from originators to the final customers; emphasis on cost management and customer service issues.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours
- Bus 230 or Econ 230

Instruction Type(s)

- Lecture: Lecture for Mktg 462
- Lecture: Compressed Video for Mktg 462

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

