

Mktg 462: Distribution and Logistics Management

Management of the fulfillment component of marketing activities; addressed are the marketing-related activites 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

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.

