

Mktg 104: The Dark Side of the Global Supply Chain MARKETING

This course examines breakdowns in legitimate global supply chains that allow for "dark" behavior, such as diversion, the gray market, unauthorized production, theft, return fraud, and repackaging. Students will learn about the segments of the global supply chain and possible risks at each point, as well as methods to protect and secure the supply chain.

3 Credits

• Freshman or Sophomore Classification Required

Instruction Type(s)

• Lecture: Lecture for Mktg 104

Subject Areas

Prerequisites

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

