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

Prerequisites

- Freshman or Sophomore Classification Required

Instruction Type(s)

- Lecture: Lecture for Mktg 104

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.