

Mktg 372: Intro. to Operations & Supply Chain Mgmt

Marketing

This survey course provides an understanding of scope of operations management and its environment - value chains. Topics include structural (e.g., capacity, facility, technical, and logistical & supply chain), and infrastructural (e.g., workforce, production planning, materials control, performance measures, and organization renewal and improvement) issues in operations of an organization. Students will draw upon prior knowledge of statistics. Particular emphasis will be placed upon applying analytical tools and frameworks to improve business processes that cross internal functional and cross organizational boundaries.

Students may take either Mktg 372 or GB 320, but not both for credit toward a degree.

3 Credits

Prerequisites

- Pre-Requisite: 24 Earned Hours
- Bus 230 or Econ 230

Instruction Type(s)

- Lecture: Lecture for Mktg 372
- Lecture: Compressed Video for Mktg 372
- Lecture: Web-based Lecture for Mktg 372

Course Fee(s)

Business 1

- \$30.00

Online, Internet, or Web-based

Students may be required to pay additional fees to an outside vendor for identity verification prior to a proctored assessment.

- \$100.00 per 3 Semester Credit Hours

Subject Areas

- [Operations Management and Supervision](#)

Related Areas

- [Business Administration and Management, General](#)
- [Business/Managerial Operations, Other](#)
- [Logistics, Materials, and Supply Chain Management](#)
- [Project Management](#)

