

Mktg 475: Analytical Tools for Supply Chain Mgmt.

Marketing

The course is an exploration of modern global supply chain management. It covers a balanced view of purchasing, operations, distribution, and logistics in creating value for customers. Modeling techniques will be used to integrate these functions along the global chain.

3 Credits

Prerequisites

- Pre-Requisite: 24 Earned Hours
- Prerequisite: Mktg 351 or Mktg 372 with minimum grade C

Instruction Type(s)

- Lecture: Lecture for Mktg 475

Subject Areas

- [Logistics, Materials, and Supply Chain Management](#)

Related Areas

- [Business Administration and Management, General](#)
- [Business/Managerial Operations, Other](#)
- [Operations Management and Supervision](#)
- [Project Management](#)

