

## Mktg 477: Integrated Supply Chain Management Marketing

This course covers fundamentals of supply chain management, buying/sourcing, making, moving, and selling activities, with particular emphasis on relationship and data-driven management in the networks of global supply chain. Students will use technology for slicing and dicing data in forecasting, analysis of variability in supply and demand, customer wants and values, retailing, advertising, and market research.

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 477
- Lecture: Web-based Lecture for Mktg 477

### 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](#)

