

# 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

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