

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.

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

