

# Mktg 475: Analytical Tools for Supply Chain Mgmt.

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

