

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 gradient subscriptions and logistics in gradient subscriptions.

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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