

Mktg 479: Decision Systems **Marketing, Analytics & Prof Sales**

Systems models for decision-oriented problems and computer solution methods; description problems and techniques for resource allocation.

3 Credits

Prerequisites

- [Mktg 372: Intro. to Operations & Supply Chain Mgmt](#)
- [Mktg 475: Analytical Tools for Supply Chain Mgmt.](#)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 479

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](#)

