

Mktg 104: The Dark Side of the Global Supply Chain

Marketing, Analytics & Prof Sales

This course examines breakdowns in legitimate global supply chains that allow for "dark" behavior, such as diversion, the gray market, unauthorized production, theft, return fraud, and repackaging. Students will learn about the segments of the global supply chain and possible risks at each point, as well as methods to protect and secure the supply chain.

3 Credits

Prerequisites

- Freshman or Sophomore Classification Required

Instruction Type(s)

- Lecture: Lecture for Mktg 104

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

