

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

