Mktg 462: Distribution and Logistics Management
Marketing
Design and management of systems for the movement of products in supply chain from points of origin to points of consumption. Emphasis is on integration of logistics and supply chain activities including transportation, warehousing, materials handling, inventory planning, information management, customer service, facility location and forecasting.
3 Credits
Prerequisites
- Mktg 372: Intro. to Operations & Supply Chain Mgmt (Minimum grade: C)
- Pre-requisite: GB 350 or Mktg 351 (Minimum grade - C).
Instruction Type(s)
- Lecture: Lecture for Mktg 462
- Lecture: Compressed Video for Mktg 462
- Lecture: Study Abroad for Mktg 462
Subject Areas
- Marketing/Marketing Management, General
Related Areas
- International Marketing
- Marketing Research