Mktg 475: Analytical Tools for Supply Chain Mgmt.
Marketing
The course is an exploration of modern global supply chain management. It covers a balanced view of purchasing, operations, distribution, and logistics in 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