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

https://catalog.olemiss.edu/2023/fall/undergraduate/business/marketing/mktg-475