

Mktg 475: Analytical Tools for Supply Chain Mgmt.

Marketing

The course covers the analytical methods required for supply chain management planning. Various practical problems using simulation, linear programming, integer programming, regression, and other techniques is covered. Emphasis is on problem solving related to supply chain management issues.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)
- [Mktg 372: Intro. to Operations & Supply Chain Mgmt](#) (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

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](#)

