COURSE DETAIL

MARKETING AND SUPPLY CHAIN MANAGEMENT
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 127
UCEAP Course Suffix
UCEAP Official Title MARKETING AND SUPPLY CHAIN MANAGEMENT
UCEAP Transcript Title MARKETING & SUPPLY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course focuses on the development of a better understanding of marketing management and supply chain issues through the analysis of real-life problems and decision-making in an international context. In today's internationally-oriented business environment it is crucial for prospective managers to familiarize themselves with concepts and issues related to marketing and supply chain management. Students develop a thorough understanding of basic concepts such as market segmentation, market research and marketing strategy, and methods for using the supply chain in international competitive markets. Prerequisites are an introductory marketing course.

Language(s) of Instruction
English

Host Institution Course Number
EBC2024

Host Institution Course Title
MARKETING AND SUPPLY CHAIN MANAGEMENT

Host Institution Course Details

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Business & Economics

Course Last Reviewed

Print