

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 Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business & Economics

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