

# 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

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