

MKTG 6060 Distribution and Supply Chain Systems | Executive Summary

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Course: MKTG 6060 Distribution and Supply Chain Systems
Credits: 4 credits
Prerequisites: MBA Student

Description

Interrelationships between marketing institutions, their formation into channels of distribution. Interorganizational problems, design/management of distribution channels. Supply chain strategies as means of achieving competitive advantage.