MRKT0306

LOGISTICS MANAGEMENT

Online course
Instructor: Valerie DePina
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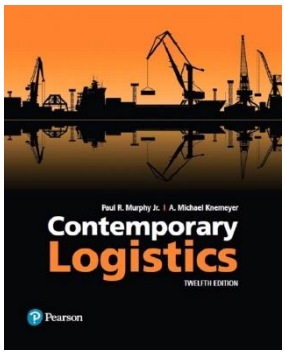
Office hours by appointment

"Logistics management is the part of supply chain management that plans, implements, and controls the efficient, effective forward, and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer's requirements."

Wikipedia contributors. (2018, December 31). Logistics. In *Wikipedia, The Free Encyclopedia*. Retrieved 17:46, January 2, 2019, from https://en.wikipedia.org/w/index.php?title=Logistics&oldid=876222228

What does this mean? What does a logistics manager do? In this course, we will explore the definition and importance of logistics, along with the systems and activities that support it. The changing nature of global logistics will also be considered. Emphasis will be given to currently occurring events and conditions.



Textbook: Murphy & Knemeyer. *Contemporary Logistics, 12th Edition.* Pearson.

ISBN 13: 9780134519258

e-text or rental is recommended

Topics covered will include

- Information Technology
- Financial Logistics
- Supply Chain Management
- Order Management and Customer Service
- Packaging and Materials Handling
- Transportation
- Global Logistics

Course work will include readings, video content, quizzes, discussions, and projects.