

# LOGISTICS/SUPPLY CHAIN MANAGEMENT

## WHAT YOU CAN DO WITH IT

- Identify a company's purchasing, distribution, and transportation needs and develop an effective set of solutions to meet those needs.
- Utilize systems approach to minimize a firm's logistics costs while maximizing the company's customer service levels.
- Develop effective transportation solutions for a firm's distribution requirements.
- Utilize state-of-the-art computer software tools to plan inventory purchase models and minimize transportation costs.

## CAREER OPPORTUNITIES

- Purchasing manager
- Production control or inventory manager
- Transportation/traffic manager; logistics manager
- Supply chain management

## SCHOLARSHIPS AND INTERSHIPS

- A variety of scholarships are available to qualified students majoring in logistics/supply chain management.
- Student internships are available with many of the leading companies in the Memphis and Mid-South area, such as FedEx, Cummins Inc., U.S. Carriers, Warner Brothers, and Target.

## Course Requirements Major (24 hours)

Valid Catalog: 2008

**A minimum 2.25 GPA is required in the major.**

### Required Courses: (18 hours)

MKTG 3610 (3)	Introduction to Supply Chain Management
MKTG 3620 (3)	Global Logistics Management (Prerequisite: MKTG 3610) spring semester
MKTG 3650 (3)	Strategic Sourcing and Purchasing spring semester
ISDS 4510 (3)	Production and Operations Management II (Prerequisites: MGMT 3110, ISDS 3510) fall semester
ISDS 4511 (3)	Supply Chain Management (Prerequisites: MGMT 3110, ISDS 3510, MKTG 3610) spring semester

### Choose 1 course from: (3 hours)

MGMT 3215 (3)	Management of Human Resources
MIS 3885 (3)	Strategic Information Technology Project Management (Prerequisite: MGMT 3110)
METH 4381 (3)	Principles of Supervision

### Choose 2 courses from: (6 hours)

MKTG 4470 (3)	Negotiation Skills
MKTG 491 I (3)	Internship in Marketing (2.75-GPA, 15 hours completed in Upper Division Core)
ISDS 3760 (3)	Operations Research (Prerequisites: MIS 2749, 2755, ISDS 3711)
ISDS 4512 (3)	Productivity Management (Prerequisite: ISDS 3510)
MGMT 4420 (3)	Organizational Behavior in Business (Prerequisite: MGMT 3110, 3510)
MGMT 4510 (3)	International Business Communication and Negotiation (Prerequisite: MGMT 3510)
MIS 4310 (3)	Global Information Technology
METH 4462 (3)	Statistical Quality Control
METH 4464 (3)	Production Control Systems (Prerequisite: METH 4460, or equivalent, or permission of instructor)
METH 4466 (3)	Facility Design (Prerequisite: METH 4460 and METH 4464, or equivalent, or permission of instructor)

**Minor (15 hours):** MKTG 3610, 3620, 3650, ISDS 4511, and choose 1 from: MKTG 4470, ISDS 3760, 4510, 4512, MIS 4760.

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**Department Chair:** Dr. Marla Stafford, (901) 678-2667, mstaffrd@memphis.edu

# Custom Published Mktg 3610 Introduction To Supply Chain Management

**Rosina Ehmann**



## **Custom Published Mktg 3610 Introduction To Supply Chain Management:**

*The Linton Recommended Training Suppliers & Consultants Directory*, 1996     *Poultry and Egg Marketing*, 1997  
*Business Publication Advertising Source*, 2000-08     *Forthcoming Books* Rose Army, 1998-04     *Telecommunications Directory*, 1997     **Standard & Poor's Stock Reports**, 2000     *Consultants & Consulting Organizations Directory*, 2000  
**Wines & Vines** H. F. Stoll, 2009 Issue no 12 A 1983 1990 is a Buyer's guide     *F&S Index International Annual*, 1998  
*Books in Print Supplement*, 2002     *Supply Chain Management*, 2014 Course number MGT 201     *Marketing and Supply Chain Management* Dimitris Folinis, Thomas Fotiadis, 2017-09-13 Organizations are now recognizing the importance of demand supply integration to their growth and success While marketing and supply chain management are an essential part of any business qualification it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM Marketing and Supply Chain Management is among the first to synergize these two disciplines Its holistic approach provides students with a macro level understanding of these functions and their symbiotic relationship to one another and demonstrates how both can be managed synergistically to the benefit of the organization This bridge building textbook is ideal for students of marketing logistics supply chain management or procurement who want to understand the machinations of business at a macro level     *Introduction to Operations and Supply Chain Management, Student Value Edition* Cecil Bozarth, Robert Handfield, 2018-01-11 NOTE This edition features the same content as the traditional text in a convenient three hole punched loose leaf version Student Value Editions also offer a great value this format costs significantly less than a new textbook Before purchasing check with your instructor or review your course syllabus to ensure that you select the correct ISBN For Student Value Editions that include MyLab™ or Mastering™ several versions may exist for each title including customized versions for individual schools and registrations are not transferable In addition you may need a Course ID provided by your instructor to register for and use MyLab or Mastering platforms For courses in operations and supply chain management An integrated approach to operations and supply chain management Introduction to Operations and Supply Chain Management is an integrated comprehensive introduction to both operations and supply chain management SCM The text remains engaging and brief while integrating all of the major concepts of both subjects in one cohesive source The 5th Edition contains updated content and thorough coverage of analytical tools and techniques that students will apply to their careers in operations and SCM It explores these topics in an interesting and relatable manner providing students with real world examples and easy to understand material Also available with MyLab Operations Management By combining trusted authors content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student NOTE You are purchasing a standalone product MyLab™ Operations Management does not come packaged with this content Students if interested in purchasing this title with MyLab Operations Management ask your instructor to confirm the correct package ISBN and Course ID Instructors

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sociology personnel information systems and international relations Employs top flight international contributors from both academia and practice who share their unique perspectives and insights within the broad parameters of this volume Intended Audience The Handbook is a valuable resource for graduate students researchers and parishioners alike bringing clarity and comprehensive insight to the phenomenon of global supply chains and to their management **Supply Chain Logistics Management** DONALD. CLOSS BOWERSOX (DAVID. COOPER, M. BIXBY.), Donald J. Bowersox, David J. Closs, M. Bixby Cooper, John C. Bowersox, 2023-02 The fifth edition of Supply Chain Logistics Management presents logistics in the context of integration within a firm s Supply Chain Strategy and Operations The framework of Supply Chain Management is initially presented by creating a foundation for in depth study of the five logistics operational components in Part Two Challenges and strategies related to design and operational integration of logistics within a global supply chain are discussed in Part Three Part Four focuses on administrative challenges related to cross organizational collaboration performance measurement and concludes with the challenges of managing risk and achieving sustainability Provided by publisher *Supply Chain Management* Ray R. Venkataraman, Ozgun C. Demirag, 2021-12-15 Integrating coverage of globalization sustainability and ethics within every chapter Supply Chain Management Securing a Superior Global Edge provides students with the tools they need to succeed in today s fiercely competitive interconnected global economy Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage G. Tomas M. Hult, David Closs, David Frayer, 2013-11-08 LEVERAGE YOUR SUPPLY CHAIN FOR MAXIMUM PROFIT Do you have a global supply chain strategy designed for the long run About 90 percent of global demand is not fully met by local supply and global supply chains will soon account for 25 percent of multinational firms performance meanwhile supply chains need to become 43 percent more global in the next decade just to maintain a firm s competitive edge Written by three of today s leading experts on the subject each from Michigan State University the uncontested world leader of supply chain management Global Supply Chain Management gives you the know how and tools to dramatically boost supply chain efficiency by making it a core element of your overall corporate strategy Global Supply Chain Management takes you step by step through the process of creating and managing a global supply chain strategy and aligning it with the conditions of your industry Learn everything you need to know about developing a core strategy plus strategies for each of the critical supply chain functions LOGISTICS Integrate logistics strategy and tactical activities PURCHASING Manage the transition to purchasing globally OPERATIONS Systematically design direct and control processes MARKET CHANNELS Effectively connect your supply chain to customers With in depth case studies and data showing how American Express AB InBev Dell FedEx Daimler Microsoft Nestl Nokia and several other prominent companies have applied global supply chain strategy to increase profits and growth Global Supply Chain Management helps you take action to drive similar success in your company If you re serious about competing today and in the future you must integrate and leverage strategic supply chain management into your overall corporate strategy

Global Supply Chain Management provides everything you need to build a strategy designed for the long run PRAISE FOR GLOBAL SUPPLY CHAIN MANAGEMENT This book does a superb job of using a total value perspective and integrating business functions into a strategic framework for global supply chain management that can be leveraged for success Leif Johansson Chairman of the Board of Directors of AstraZeneca Ericsson European Round Table of Industrialists and the International Advisory Board of the Nobel Foundation Written by a superb team of world leading authors on global supply chain management this book provides a great framework for companies to leverage global supply chain functions and processes measurements and tools to achieve sustained strategic advantage in the global marketplace Michael Lawton Chief Financial Officer CFO and Executive Vice President of Finance of Domino s Pizza Inc In our company we have come to recognize the strategic importance of building and maintaining a global supply chain This book does an excellent job of identifying a framework for considering the implications of an integrated model for global supply chain management It s clear that the authors have tremendous experience and they have shared their insights in an innovative and integrative way John Shull Vice President and Global Procurement Officer of Steelcase Inc Global supply chains are critically important to companies in delivering products and services that satisfy customers Hult Closs and Frayer provide an excellent model for how to drive the strategic and operational dimensions of global supply chain management to maximize end customer value Claes Fornell Chairman of the Board of Directors of CFI Group Worldwide and ForeSee and founder of the American Customer Satisfaction Index ACSI

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