

MARKETING - GLOBAL SUPPLY CHAIN MANAGEMENT CONCENTRATION

Department: Marketing (<https://catalog.bradley.edu/undergraduate/business/marketing/>)

The Concentration in Global Supply Chain Management prepares graduates to address the growing influence of the supply chain on the success of businesses and institutions.

Code	Title	Hours
Marketing Major Requirements		24
MTG 304	Professional Selling	3.0
or MTG 420	Business Marketing	
MTG 388	Global Supply Chain Management	3.0
MTG 394	Supply Chain Tools and Techniques	3.0
IME 385	Introduction to Logistics and Supply Chain	3.0
or MTG 402	Logistics Tools and Techniques	
I B 402	Global Trade Management and Analysis	3.0
Total Hours		39

For students who complete the Concentration in Global Supply Chain Management, all classes listed below (including I B 402 Global Trade Management and Analysis and IME 385 Introduction to Logistics and Supply Chain) will be considered marketing hours that count toward fulfilling the required 24 hours of marketing credit.