

MKT 315 – Business Logistics Management

Course Description

Examines the components and configuration of supply chains in support of marketing and retailing operations. Reviews the considerations for aligning the supply chain configuration to the overall marketing strategy. Analyzes considerations for material sourcing, inventory management, distribution channel configuration, forecasting and supply network coordination, channel performance monitoring, technology applications, and supply chain design options.

Instructional Materials

Rosenbloom, B. (2013). *Marketing channels: a management view* (8th ed.). Mason, OH: Thomson South-Western / Cengage Learning.

Course Learning Outcomes

1. Explain the role of marketing channels in the overall marketing strategy of an organization.
2. Outline and describe the basic configurations, flows of products and information, and typical participants in marketing channels.
3. Analyze the major environmental variables in markets and explain how these affect marketing channel operations.
4. Examine the importance of defining roles and communication in regards to conflict and power in the marketing channel.
5. Analyze markets and formulate effective marketing channel strategy and designs to support the channel activities.
6. Analyze the channel member selection process, market geography, size, density, and behavior in relation to designing a strategic marketing channel.
7. Propose ways to motivate channel members.
8. Determine the key considerations in synchronizing product planning and marketing channel management throughout the product life cycle.
9. Assess the configuration of the marketing channel pricing structures and the guidelines for effective channel pricing strategies.
10. Differentiate between the different push promotion strategies in marketing channels.
11. Explain the role of logistics in marketing channels and describe the components of logistics systems.
12. Determine the key considerations for evaluating marketing channel performance.
13. Examine the structure, developments and trends, and advantages of electronic marketing channels.
14. Explain the rationale for franchise marketing channels.
15. Examine the unique characteristics of services and explain the impact of these characteristics on managing marketing channels.
16. Analyze the environment, design, and behavioral processes in international channels and propose ways to motivate international channel members.
17. Use technology and information resources to research issues in business logistics management.
18. Write clearly and concisely about business logistics management using proper writing mechanics.