

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME Distributive Systems

COURSE NUMBER 21430 MKTG 430 Part A

DATE January, 1995

Prepared by M. Shacker

Taught to Second Year

School Business

School Business

Program Marketing

Small Business and

Program Professional Sales

Date Prepared January, 1995

Option Technical Sales and Marketing

Term 4 Hrs/Wk 3 Credits 4

No. of Weeks 10 Total Hours 30

Instructor(s) M. Shacker Office SE6 328 Local 8572

Office Hours To be announced

PREREQUISITES Completion of Term 3

COURSE OBJECTIVES

(Upon successful completion of this course, the student will be able to:)

1. Relate to the role of sales and distribution personnel in the channel structure of marketing products to consumers.
2. Understand conceptual and pragmatic problems associated with moving products through the distribution system.
3. Relate to tasks performed by wholesalers and retailers.
4. Understand the functions and activities involved in large scale retailing sectors such as department stores, food chains and specialty stores.

EVALUATION - PART A

Mid Term	<u>30</u> %
Final Examination	<u>35</u> %
Project	<u>25</u> %
Labs & Part.	<u>10</u> %
Total	<u>100</u> %

Note: Students must receive 50 out of 100 marks on the total of the two (430 A & B) final exams in order to pass this course.

This section of the course will account for 50% of the total course marks. Part B will account for the remaining 50%.

REQUIRED TEXT(S) AND EQUIPMENT

Handouts will be given out in class, but much of the material will come from:

Fundamentals of Marketing. Summers, Brancs, and Stanton.

Business Marketing. Gross, Banting, et al.

REFERENCE TEXTS

Marketing Channel Management
by Hardy & McGrath

Basic Marketing
by McCarthy & Shapiro

Contemporary Physical Distribution
by Johnson & Wood

COURSE SUMMARY

This is the first part of a two part course which will introduce the student to the channels and supporting infrastructure necessary to move products from manufacturer to consumer. Special emphasis will be placed on channel structure, physical distribution and wholesaling intermediaries.

Note:

The attendance policy as outlined in point #7 on page 143 of the school calendar will be enforced should you miss more than 10% of your class time for this course.

COURSE OUTLINE
(continued)

Date	Material Covered
<p>Jan 5</p> <p>Jan 9 & 12</p> <p>Jan 16 & 19</p> <p>Jan 23 & 26</p> <p>Jan 30 & Feb 2</p> <p>Feb 6</p>	<div data-bbox="581 405 1195 457" style="border: 1px solid black; text-align: center; padding: 5px;">PART A — PHYSICAL DISTRIBUTION</div> <p>Introduction to Distribution Strategies</p> <p>Customer Service & Order Processing</p> <p>Transportation</p> <p>Warehousing & Inventory</p> <p>Packaging & Material Handling</p> <p>MID TERM</p>
	<div data-bbox="545 1146 1224 1199" style="border: 1px solid black; text-align: center; padding: 5px;">PART B — CHANNELS & DISTRIBUTION</div> <p>Channel Concepts</p> <p>Wholesaling I</p> <p>Wholesaling II</p> <p>New Channel Structure</p> <p>FINAL EXAM</p>

ASSIGNMENT SCHEDULE

Laboratory Session	Assignment
1	Exercise: Evaluating Channel Systems
2	Exercise: Evaluating Distribution Alternatives
3	Exercise: Estimating Freight Costs
4	Exercise: Material Handling Alternatives
5	Set up Projects
6	Exercise: Market Exposures
7	Case Study: Hamilton China
8	Exercise: Choosing the Right Wholesaler
9	Exercise: Analyzing Channels
10	Discuss Projects
*	Labs may be subject to change