

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Distributive Systems

COURSE NUMBER MKTG 430 Part A

DATE January, 1994

Prepared by M. Shacker

Taught to Second Year

School Business

School Business

Program Marketing

Small Business and

Program Professional Sales

Date Prepared January, 1994

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 (PART B - the same)

Final Examination	<u>25</u>	%	Note: Students must receive 50 out of 100 marks on the total of the two exams in order to receive credit for lab projects.
Laboratory Projects	<u>25</u>	%	
TOTAL	<u>50</u>	%	

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

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## **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 to Business Marketing. Bingham and Raffield.

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## **REFERENCE TEXTS**

Marketing Channel Management  
by Hardy & McGrath

Basic Marketing  
by McCarthy & Shapiro

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## **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)**

Week	Material Covered
1	Introduction to Distribution Strategies
2	Physical Distribution I <ul style="list-style-type: none"><li>• Customer Service</li><li>• Order Processing</li></ul>
3	Physical Distribution II <ul style="list-style-type: none"><li>• Transportation</li></ul>
4	Physical Distribution III <ul style="list-style-type: none"><li>• Warehousing</li><li>• Inventory</li></ul>
5	Physical Distribution V <ul style="list-style-type: none"><li>• Packaging</li><li>• Material Handling</li></ul>
6	Channels of Distribution I <ul style="list-style-type: none"><li>• Concept</li><li>• Participants</li><li>• Structure</li></ul>
7	Channels of Distribution II <ul style="list-style-type: none"><li>• Wholesaling</li></ul>
8	Channels of Distribution III <ul style="list-style-type: none"><li>• Wholesaling (continued)</li></ul>
9	Channels of Distribution IV <ul style="list-style-type: none"><li>• Retailing</li><li>• Direct Marketing</li><li>• Multilevel Marketing</li><li>• Network Marketing</li></ul>
10	<b>Final Exam</b>