## Course Description:
Students will learn the management of traditional and emerging marketing channels, with emphasis on legal, economic, and ethical considerations in wholesale and retail inventory control, raw goods, finished product transportation and relationship management. Prerequisite: MAN3506. (3 hr. lecture)

<table>
<thead>
<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td><strong>Competency 1:</strong> The student will be able to describe a typical marketing supply chain by:</td>
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<tr>
<td>1. Examining the chain of suppliers which an organization relies on to produce marketing materials (print, promotional products, and point of sale).</td>
<td>• Communication</td>
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<td>2. Examining the complex relationships that exist inside and outside the organization that completes the marketing supply chain.</td>
<td>• Critical thinking</td>
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<td>3. Evaluating the “flow” that occurs involving creation, production, warehousing, fulfillment, and feedback from the customer.</td>
<td>• Cultural / Global Perspective</td>
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<td><strong>Competency 2:</strong> The student will demonstrate an understanding of market research by:</td>
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<tr>
<td>1. Analyzing basic market research tools.</td>
<td>• Numbers / Data</td>
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<td>2. Evaluating and conducting research.</td>
<td>• Critical thinking</td>
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<td>3. Analyzing and incorporating customer feedback.</td>
<td>• Information Literacy</td>
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<td>4. Conducting customer perception measurement.</td>
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<td>5. Examining and implementing best practices and benchmarking.</td>
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<td>6. Assessing the use of databases in organizing marketing data.</td>
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<td><strong>Competency 3:</strong> The student will be able to describe customer focused supply chain strategies by:</td>
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<td>• Communication</td>
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<td>• Critical thinking</td>
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<tr>
<td>• Information Literacy</td>
<td></td>
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</table>
1. Evaluating unnecessary costs and focusing attention on adding value.
2. Interpreting the “extended enterprise” concept as it relates to the loosely coupled, self-organizing network of businesses that cooperate to provide product and service.
3. Analyzing customer demand by the supply chain partners through process integration.
4. Adapting appropriate methods to achieve supply chain business process integration.

**Competency 4:** The student will demonstrate an understanding of the legal, economic, and ethical considerations in supply chain marketing by:

- Critical thinking
- Cultural / Global Perspective
- Ethical Issues

1. Analyzing professional responsibilities in procurement, acquisition, and logistics, as it pertains to supply chain management and marketing.
2. Evaluating and adhering to contract terms.
3. Developing cost control measures in marketing that are non-product related.
4. Assessing the advantages of outsourcing the marketing supply chain process.
5. Developing privacy and security policies and procedures.

**Competency 5:** The student will describe how new and existing products can be integrated into the supply chain by:

- Communication
- Critical thinking
- Information Literacy

1. Evaluating emerging markets in a given region or for a given product.
2. Conducting market research to ascertain demand.
3. Examining the supply chain to introduce and coordinate the movement of a new product.

**Competency 6:** The student will analyze marketing as an integration of the supplier and customer by:

- Communication
- Numbers / Data
- Critical thinking
- Information Literacy
2. Identifying market demand and marketing needs (flexibility in marketing in sales)
3. Linking operational plans to meet customer demand
4. Establishing and maintaining relationships of high valued customers

**Course Competency 7:** The student will describe marketing channels and channel marketing intermediaries into the supply chain by:

- Communication
- Numbers / Data
- Information Literacy

1. Defining marketing channel – sets of interdependent organizations that ease the transfer of ownership as products move from producer to business or consumer.
2. Facilitating distribution via channel members.
3. Examining channel members and partners that:
   a. Negotiate with each other
   b. Buy and sell products
   c. Facilitate the change of ownership between buyer and seller while moving product from the manufacturer to the final consumer.
4. Examining channel members that facilitate distribution by:
   a. Provide specialization and divisions of labor
   b. Create greater efficiency and lower average production costs
   c. Overcome discrepancies
   d. Provide contract efficiencies
   e. Create time, place, form, and exchange utility.
5. Discussing the types of utility in supply chain maturity:
   a. Form Utility
   b. Time Utility
   c. Place Utility
   d. Exchange Utility
6. Examining channel Intermediaries:
   a. Merchant Wholesaler
      i. Buys goods from manufacturer and resells them to wholesalers, retailers or businesses
      ii. Takes title to goods, stores them, and later ships them
   b. Agent and brokers – wholesaling
7. Examining retailers:
   a. Firms in the channels that sell directly to customers.

**Course Competency 8:** The student will explain channels functions preferred by intermediaries by:

- Communication
- Information Literacy
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<tr>
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<th>Differentiating and selecting the appropriate Transactional Functions, Logistical Functions, and Facilitating Functions.</th>
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<td><strong>Course Competency 9:</strong></td>
<td>The student will analyze omni channel verses multichannel marketing supply chain by:</td>
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<tr>
<td>1.</td>
<td>Differentiating between Omni channel marketing and Multichannel marketing.</td>
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- Information Literacy