



Course Description

MAR4203 | Supply Chain Marketing | 3.00 credits

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. Prerequisites: MAN3506.

Course Competencies:

Competency 1: The student will be able to describe a typical marketing supply chain by:

1. Examining the chain of suppliers an organization relies on to produce marketing materials (print, promotional products, and point of sale)
2. Examining the complex relationships inside and outside the organization that complete the marketing supply chain
3. Evaluating the “flow” that occurs involving creation, production, warehousing, fulfillment, and feedback from the customer

Competency 2: The student will demonstrate an understanding of market research by:

1. Analyzing essential market research tools
2. Evaluating and conducting research
3. Analyzing and incorporating customer feedback
4. Conducting customer perception measurement
5. Examining and implementing best practices and benchmarking
6. Assessing the use of databases in organizing marketing data

Competency 3: The student will be able to describe customer-focused supply chain strategies by:

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 products and services
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:

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:

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:

1. Exploring the alignment of supplies and demand: a. Customer Requirements
2. Creation of demand-related plans c. Customer behavior
3. Identifying market demand and marketing needs (flexibility in marketing in sales)
4. Linking operational plans to meet customer demand
5. Establishing and maintaining relationships with high valued customers

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

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 by:
 - a. Negotiate with each other
 - b. Buy and sell products
 - c. Facilitate the change of ownership between buyer and seller while moving the 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 with:
 - a. Form Utility
 - b. Time Utility
 - c. Place Utility
 - d. Exchange Utility
6. Examining channel Intermediaries with:
 - a. Merchant Wholesaler
 - b. Buys goods from the manufacturer and resells them to wholesalers, retailers, or businesses
 - c. Takes title to goods, stores them, and later ships them
 - d. Agent and brokers – wholesaling
 - e. Types and numbers of intermediaries
7. Examining retailers:
 - a. Firms in the channels that sell directly to customers

Competency 8: The student will explain channel functions preferred by intermediaries by:

1. Differentiating and selecting the appropriate Transactional, Logistical, and Facilitating Functions

Competency 9: The student will analyze Omni channel versus multichannel marketing supply chain by:

1. Differentiating between Omni channel marketing and Multichannel marketing

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives