



APPLIES TO ACADEMIC YEAR 2011/2012

## ELE 3715 Logistics and Marketing Channels

### Programme

Elective

### Responsible for the course

Eirill Bø

### Department

Department of Strategy and Logistics

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

Logistics and Marketing Channels deals with the physical and administrative processes related to purchasing, handling, storage, transport and delivery of manufactured goods, raw materials and equipment, and discusses how goods and services are made available to the end users. To succeed in a market, a company needs to understand how the marketing channel may be improved and streamlined and how the products can reach the customer efficiently. It is becoming more and more important for the players in the marketing channel to carry out their tasks in such a way that the customers receive the right degree of service.

Logistical processes relate to many of the traditional functions within a company and comprise suppliers as well as customers. As a discipline, logistics has developed from a focus on reducing costs in individual areas to considering the overall picture through integration within the company and cooperation with suppliers and customers.

The subjects of logistics and marketing are closely related, and this course looks at the challenges from the point of view of both disciplines. The logistics part of the course describes the physical flow of the goods, and the marketing part shows how to encourage the demand.

### Please note!

This course overlaps with a group of subjects in the Norwegian courses "Logistikk og markedsføringskanaler (7,5 credits) and "Logistikk (7,5 credits). Consequently a combination of these courses can not be approved in a Bachelor's degree.

### Learning outcome

#### Acquired knowledge

By the end of the course the student will have gained a basic insight into the current concept of logistics and how it has developed, plus an understanding of strategic and management challenges for marketing channels in general and retailers in particular. During the course students shall:

- Have an understanding of the concepts of logistics, supply chain management and marketing channels.
- Know models like Du Pont, total cost analysis, ABC analyses and classification models.
- Be able to explain:
  - Delivery service
  - Logistics cost
  - Supplier relations
  - Strategic alliances
  - Shop management

#### Acquired skills

By the end of the course the student will be able to explain how, with a customer focus and a market orientation, one can combine economic, social and political perspectives to analyse marketing channels and the physical flow of goods. After completed course students will be able to:

- Conduct a distribution analysis to find the most effective channels from the manufacturer to the end user.
- Conduct a supplier analysis and know how one can make a purchase as efficiently as possible and how one can and should establish a close relationship with the individual supplier.
- Conduct a stock analysis and draw up production plans for a manufacturing company.
- Assess what is the right and most cost-efficient delivery service between the different parts of the

supply chain.

### Reflection

By the end of the course the students will be aware of the fact that effective channels of distribution may conflict with the aim of protecting the environment. They should also develop an awareness of the ethics involved in buying from suppliers.

### Prerequisites

No special previous knowledge is required for taking this course.

### Compulsory reading

#### Books:

Coughlan, Anne T., ... [et al.]. 2006. Marketing channels. 7th ed. Pearson Prentice Hall  
Jonsson, Patrik. 2008. Logistics and supply chain management. McGraw-Hill

### Recommended reading

#### Course outline

##### Marketing channels:

1. Marketing channels as a subject area – Historical perspective, theory and practice
2. The marketing channel's different service levels and market coverage
3. Functions of the marketing channel and the roles of each player
4. Use of intermediaries or direct distribution?
5. Retail activities: Shop-based and E-channels
6. Different functions of the wholesaler, types and strategy
7. Choosing an organizational form for the retailer and the marketing channel
8. Power, influence strategies and conflicts – Effective use of power to influence results
9. Customer to retailer – Customer service

##### Logistics:

1. Introduction to the concept of logistics – scope and development of the subject
2. Delivery service – its importance to the customer
3. How does one measure delivery service?
4. Forecasts and stock management
5. Production management
6. Purchasing and cooperation with suppliers
7. The place of distribution and transport in the company and their importance in the value chain.
8. Principles in creating efficient logistics processes
9. The significance of logistics for the environment
10. The significance of information technology for logistics

### Computer-based tools

Computer-based tools are not used in this course.

### Learning process and workload

This course consists of 45 lecture hours.

Included in lecture preparation are sets of question to be offered through It's learning. During the semester a case that is to be solved but not handed in will be given. The case will deal with central issues that also will be relevant at the written exam.

#### Recommended workload in hours

Activity	Hours
Participation at lectures	45
Preparation for lectures	40
Readings and self study	45
Preparation for exams	66
Examination	4
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

45 hours - Lectures

3 hours - Answering questions on the case.

### Examination

A four hour individual written exam concludes the course,

**Examination code(s)**

ELE 37151 -Written examination - accounts for 100% of the final grade in ELE 3715 Logistics and Marketing Channels 7,5 credits.

**Examination support materials**

The BI-approved examination calculator may be used. TEXAS INSTRUMENTS BA II Plus™ Examination support materials at written examinations are specifies under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

A re-sit is held in connection with the next scheduled examination in the course.

**Additional information**