



APPLIES TO ACADEMIC YEAR 2015/2016

MRK 3520 Logistics and Marketing channels

Programme

Bachelor of Marketing Management (2. year), Bachelor of Retail Management (2. year)

Responsible for the course

Eirill Bø

Department

Department of Accounting - Auditing and Business Analytics

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course addresses the development of supply chains and implementation of logistics processes. Selection and management of various forms of organization in the supply chain is essential. The same applies to the physical and administrative processes associated with acquiring, managing, storing, and transporting raw materials and finished goods.

There are close links between subjects logistics and marketing. In this course you will learn about how these disciplines are interrelated and complementary. One sees challenges from both disciplines, but simply explains the logistics side of the course the physical flow of goods and how channels can be operationalized and marketing section presents how the chain is built up.

Management of supply chains require that we look at all the players in a holistic perspective. Logistics processes cut across traditional functional areas within the company and they include both suppliers and customers. The way the processes carried on, has significant impact on both the competitiveness and profitability. As disciplines, logistics and marketing have evolved where the main focus was on subsites of a holistic view of management of the supply chain.

Please Note!

This course overlaps with a group of subjects in the ELE 3715 Logistics and Marketing Channels (7,5 credits) and MAD 1214 Logistics (7,5 credits). Consequently a combination of these courses cannot be approved in a bachelor's degree.

Learning outcome

After completing the course, students will have an understanding of the managerial challenges it involves entering into a binding partnership that supply chains represent, and a basic understanding of logistics processes.

Acquired Knowledge

After completing the course, students will have:

- Knowledge of alternative forms of cooperation between companies in the supply chain
- Know the driving forces behind the choice of cooperation between enterprises in supply chains
- Knowledge of the relationship between leadership, power and conflict management.
- Knowledge of how customer relationships are connected in a network of industrial relations (from relations to network)
- Know the logistic models for managing supply chains. Examples include DuPont analysis, total cost analysis, ABC analysis, inventory models and classification models.
- Examples of concepts that should be explained:
 - Delivery Service
 - LogistikkostnaderKunde and supplier relationships
 - Vertical integration
 - Franchising

Acquired Skills

After completing the course, students will be able to explain how a customer-focused and market-based, combining economic, social and political perspectives to analyze marketing channels and physical goods. Students will be able to:

- Assess and classify a company's various relationships and to understand how they are affected mutually
- Performing a distribution analysis to find the most effective channels from manufacturer to end customer.
- Perform a vendor analysis and learn how they can make your purchase more effectively and how should and can establish close relationships with some suppliers.
- Perform an inventory analysis, and to calculate forecasts for future sales
- Consider appropriate and cost-effective delivery service intermediaries in the supply chain

- Identify and assess the impact of the choice of different ways to organize the supply chain
- Consider various forms of impact and implementation of strategies in the supply chain based on power and dependence

Reflection

After completing the course, students should be aware that effective distribution channels may conflict with the objective of protecting the environment. They will also develop an ethical awareness related to the management of suppliers in a procurement context.

Prerequisites

No special previous knowledge is required for taking this course.

Compulsory reading

Books:

Bø, Eirill, Geir Gripsrud og Arne Nygaard. 2013. Ledelse av forsyningskjeder : et logistikk- og markedsføringsperspektiv. Fagbokforlaget

Recommended reading

Course outline

- Logistics concept
- Marketing concept
- Service Levels and market coverage
- Transport, forecasting and inventory management
- Purchasing
- Marketing Channels
- Different service levels and market coverage in the marketing channel
- Customer service
- Environment
- Power and conflicts

Computer-based tools

Computer-based tools are not used in this course.

Learning process and workload

Full time and part time

The course will be conducted through lectures and exercises in class and tests in It's learning, with a total of 45 course hours.

Recommended workload in hours

Activity	Hours
Participation at lectures	45
Preparation for lectures	45
Readings and self study	106
Examination	4
Total recommended use of time	200

E-learning

The E-learning Centre uses the platform It's Learning to administrate the mandatory exercises. Module sessions are carried out at the beginning of the semester and before exams. The e-learning students are also offered a study guide, which is an educational guide to the syllabus.

Recommended workload in hours

Activity	Hours
Participation in lectures	10/27
Preparations for lectures	16/27
Readings and self study	171/142
Examination	4
Total recommended use of time	200

Number of hours depends on number of lectures in class

Use of hours

Lectures 45 hours

Examination

A four hour individual written examination concludes the course.

Examination code(s)

MRK 35201 – Written examination, counts 100% towards the grade in the course MRK 3520 Logistics and Marketing Channels, 7,5 credits

Examination support materials

BI approved exam calculator. Examination support materials at written examinations are explained under examination information in the student portal @bi. Please note use of calculator and dictionary in the section on support materials (https://at.bi.no/EN/Pages/Exa_Hjelpemidler-til-eksamen.aspx).

Re-sit examination

A re-sit examination is offered every term.

Additional information