

LSC Use Only  
Number: \_\_\_\_\_  
Action: \_\_\_\_\_  
Date: \_\_\_\_\_

UWUCC Use Only  
Number: 91-63  
Action: \_\_\_\_\_  
Date: \_\_\_\_\_

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. Title/Author of Change**

Course/Program Title: MK 434 Marketing Logistics  
Suggested 20 Character Course Title: Marketing Logistics  
Department: Marketing  
Contact Person: Dr. Vincent P. Taiani

**II. If a course, is it being Proposed for:**

Course Revision/Approval Only  
 Course Revision/Approval and Liberal Studies Approval  
 Liberal Studies Approval Only (course previously has been approved by the University Senate)

**III. Approvals**

<u><i>Vincent P. Taiani</i></u> Department Curriculum Committee	<u><i>[Signature]</i></u> Department Chairperson
<u><i>[Signature]</i></u> College Curriculum Committee	<u><i>[Signature]</i></u> College Dean *
_____ Director of Liberal Studies (where applicable)	_____ Provost (where applicable)

\*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

**IV. Timetable**

Date Submitted to LSC: _____	Semester to be implemented: _____	Date to be published in Catalog: _____
to UWUCC: _____		

## COURSE SYLLABUS

### I. Catalog Description

Title: Marketing Logistics

Credits: 3

Prerequisites: Jr/Sr. Standing  
Mk 320 & MG 330,

Course Description: The focus of this course is on the Planning, Organizing, and Controlling the Marketing Logistics function. In addition to the acquisition and application of management science methods, students will integrate and apply previously gained knowledge to analyze and solve complex marketing logistics problems. Areas of major concentration include: facility location; transportation; inventory management; and customer service.

### II. Course Objectives

As a result of taking this course the student will :

1. Develop a Systems & Holistic Perspective
2. Develop a Total Cost Perspective
3. Be able to identify and solve Movement-Storage Type Marketing Logistic Problems
4. Integrate the Marketing Logistics function with the other elements within the Marketing Mix.

### III. Course Outline

- |        |  |
|--------|--|
| Week 1 | Introduction<br>General Systems Theory<br>Marketing Logistics Defined<br>Relationship Between PD and Other Elements in<br>the Marketing Mix                          |
| Week 2 | Marketing Logistics Strategies & Decision-<br>Making<br>Conceptualizing the Logistics problem<br>The Management Process<br>Strategic vs. Operational Decision-Making |

- Week 3      Customer Service  
Customer Service Defined  
Importance of Customer Service  
Determining Optimum Service Levels  
Service Contingencies
- Week 4      Forecasting Logistics Requirements  
Nature of the Problem  
Forecasting Methods  
Useful techniques for Logisticians  
Special Forecasting Problems
- Week 5      The Product and Marketing Logistics  
The Nature of the Logistics Product  
The 80-20 curve  
Product characteristics  
Product Pricing  
Packaging  
Incentive Pricing Arrangements
- Week 6-7    The Transportation System-Facilities & Service  
Importance of Inexpensive Transportation System  
Scope of the Transportation System  
Service Choices and Performance Characteristics  
Single Service Choices  
Coordinated Services  
Agencies and Small Shipment Services  
Company-owned Transportation  
International Transportation
- Week 8-9    Transportation Regulation and Rates  
Transportation Regulation and Deregulation  
Transport Cost Characteristics  
Rate Profiles  
Line-haul Rates  
Special Service Charges  
Private Carrier Costing  
Documentation
- Week 10    The Storage and Handling System  
Need for a Storage System  
Reasons for Storage  
Storage System Functions  
Storage Alternatives  
Materials-handling Considerations  
Storage System Costs and Rates

- Week 11    Facility Location Decisions  
 Single Facility Location Models  
 Multiple Facility Location Models  
 Dynamic Warehouse Location  
 Retail and Service Center Location
- Week 12    Inventory Policy Decisions  
 Nature of Inventory Management  
 Relevant Inventory Costs  
 Single Order Decisions  
 Reorder Decisions  
 Push Inventory Control  
 Multiechelon Inventory Control  
 Multiple item, Multiple Location Control
- Week 13    Global Marketing Logistics  
 Domestic v International v Global PD  
 Transport Considerations  
 Legal Considerations  
 Social Considerations
- Week 14    Marketing Logistics Audit and Control  
 Overview of the Control Process  
 Control System Details  
 Control Information, Measurement, and  
 Interpretation  
 Corrective Action  
 Control Links to Artificial Intelligence

#### IV. EVALUATION METHODS

Students will be evaluated on the basis of Essay and Problem-Solving examinations. It is anticipated that a minimum of THREE examinations will be given to include the final examination. The final examination will be comprehensive. Grading:

90-100	= A	70-79=	C
80-89	= B	60-69=	D    59 & below=F

#### V. REQUIRED TEXTBOOK

Business Logistics Management  
 Ronald Ballou  
 Prentice Hall

#### VI. SPECIAL RESOURCE REQUIREMENTS

None

## COURSE ANALYSIS QUESTIONNAIRE

### A1. Academic Need & Fit

Although Marketing Logistics is identified as a major component of the marketing function, it is NOT taught either as a separate entity or in depth in our program. This represents a major flaw in our program as well as an injustice to our majors. Given the prerequisites, this course of instruction is geared to marketing majors. This course is NOT proposed for inclusion in the LS course list.

A2 This course does NOT require changes in content to existing courses. As a matter of fact this course will supplement and complement the other courses offered.

A3 This course follows the traditional type offering

A4 The course content was offered during three sections of Marketing Seminar (Spring 91 & Summer 91)

A5 NOT to be dual-leveled

A6 N/A

A7 YES- Indiana University  
Michigan State University  
University of Maryland  
Kent State University  
Penn State University  
Toledo University  
Just about every major university with a marketing program.

A8 Yes, but one course in logistics will not meet the requirements. Course content cannot be integrated into other courses without watering-down both offerings.

B1 One instructor

B2 None anticipated

B3 This course of instruction will build upon knowledge gained in statistics, production and calculus to work Marketing Logistic problems. In no way is the course intended to teach Statistics, Calculus or Production.

B4 No

- C1
- a. Dr. Taiani:
    - . 10 Years in the Civilian Transportation Industry
    - . 12 Years Active Duty -U.S.Army Transportation Officer
    - . Logistics Officer-U.S.VII Corps
    - . Commander of the largest Sea-Port in S.E. Asia
    - . Logistics Officer VietNam-Responsible for the coordination of all air cargo-Bronze Star
  
    - . Degree from Indiana University in Transportation and Public Utilities
    - . Diploma in Advanced Traffic Management from the Academy of Advanced Transportation in New York City
    - . Three diplomas from the United States Army Transportation School
    - . Military instructor-U.S.Army Transportation School, Fort Eustis, Virginia
  
  - b. no additional space required
  
  - c. no additional equipment required
  
  - d. N/A
  
  - e. On-hand
  
  - f. N/A
- C2 N/A
- C3 Two-three sections per year
- C4 It is anticipated that one section will be offered each summer and that two sections will be offered during the normal school year.
- C5 25-30
- C6 N/a
- C7 It will be offered as an elective
- D: This course will provide our students with skills and knowledge not provided by our present program . As a result, students will be in a position to pursue job opportunities in marketing logistics-opportunities which cannot be pursued with the present offerings.

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#### VI. SPECIAL RESOURCE REQUIREMENTS

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#### VII. Bibliography

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- b. no additional space required
- c. no additional equipment required
- d. N/A
- e. On-hand
- f. N/A

C2 N/A

C3 Two-three sections per year

C4 It is anticipated that one section will be offered each summer and that two sections will be offered during the normal school year.

C5 25-30

C6 N/a

C7 It will be offered as an elective  
It will not affect the number of free electives available to our majors, or necessitate an increase in the 124-credit program. Because the course will be offered as a Marketing Elective it will not require additional faculty resources.

D: This course will provide our students with skills and knowledge not provided by our present program . As a result, students will be in a position to pursue job opportunities in marketing logistics-opportunities which cannot be pursued with the present offerings.