LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		04-65b	App-4/12/05	App-4/22/05

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person	Email Address
Dr. Vince Taiani	Taiani@iup.edu
Proposing Department/Unit	**Phone**
Marketing Department -ECOBIT	7-3170

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

_____New Course _____Course Prefix Change _____Course Deletion

__X__Course Revision _____Course Number and/or Title Change _____Catalog Description Change

MKTG 434/534 Marketing Logistics	Proposal for creating Dual Level Course
***Current* Course prefix, number and full title**	***Proposed* course prefix, number and full title, if changing**

2. Additional Course Designations: check if appropriate

_____ This course is also proposed as a Liberal Studies Course.

_____ This course is also proposed as an Honors College Course.

_____ Other: (e.g., Women's Studies, Pan-African)

3. Program Proposals

_____Catalog Description Change _____Program Revision

_____New Degree Program _____Program Title Change _____Other

_____New Minor Program _____New Track

***Current* program name**	***Proposed* program name, if changing**

4. Approvals		**Date**
Department Curriculum Committee Chair(s)	R K Garg	March 2, 2005
	~~Madan Batra~~ RAJENDAR GARG	
Department Chair(s)		4 Mar 05
	Vince Taiani	
College Curriculum Committee Chair		2 MAR 05
College Dean	Robert C Carey	3/4/05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate:		
(include title)		
UWUCC Co-Chairs	Gail S Sechrist	4-12-05

* where applicable

I. Catalog Description: Marketing Logistics

Prerequisites:
MKTG 434: Junior/senior standing, MKTG 320 and MGMT 330: 3c-01-3cr
MKTG 534: Graduate, MKTG 320 and MGMT 330 or equivalent: 3cr.

This upper division course focuses on 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 this learning experience students will be able to:

MKTG 434
a. identify the scope of marketing logistics and its relationship to supply chain management, the marketing function, and the total organization.
b. identify the major factors in developing logistics strategies and planning.
c. evaluate, analyze, and develop logistical strategies and programs for each of the functional areas within the logistics function
d. evaluate and analyze a logistics network

MKTG 534

In addition to the above:

- **Each student will author a major research paper that will identify, evaluate, and analyze the logistical network of two major competitors.**

III. **Detailed Course Outline:**

Week 1 Introduction
General Systems Theory
Business Logistics
Week 2 Logistics Strategy and Planning
The Logistics –Product
Week 3 Logistics - Customer Service
Order Processing and Information Systems
Week 4 Transport Fundamentals
Transport Decisions
Week 5 Examination
Forecasting Logistical Requirements
Week 6 Inventory Policy Decisions

Week 7 Purchasing and Supply Scheduling Decisions
Week 8 The Storage and Handling System
Week 9 Storage and Handling Decisions
Examination
Week 10 Facility Location Decisions
Weeks 11- 12 The Network Planning Process
Week 13 Logistics Organization
Week 14 Logistics Control
Week 15 Review and Final Examination

IV. Evaluation Methods:
Students will be evaluated on the basis of:
MK 434
Two equally weighted examinations.....60%
Comprehensive Final.....40%

MK 534
Two equally weighted examinations.....30%
Comprehensive Final.....40%
Research Paper.....30%

Research paper: Students will Compare & Contrast the logistical operations of TWO major competitors within either the retail or manufacturing sectors. The analysis will include as a minimum their logistical organization structure, transportation, inventory, warehousing, and customer service policies, procedures, investments, volume as well as advantages and disadvantages of each operation.

V. Grading : MKTG 434: A = 87-100 B = 75- 86 C = 65- 74 D = 60-64
F = 59 and below

MKTG 534: A = 87-100 B = 75- 86 C = 65-74 F = 58 and below

VI. Attendance Policy: Three (3) unexcused Absences WILL result in a failing grade for the course regardless of any and all test scores.

VII. Required textbook:

Business Logistics-5th ed.
Ronald H. Ballou
Prentice Hall Pub.

VIII. Bibliography
Journal Articles:

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Cheung, Waiman, Lawrence C. Leung, and Y.M. Wong, "Strategic Service Network Design for DHL Hong Kong," *Interfaces,* Vol. 31, No. 4 (2001), pp. 1-14.

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Kuehn, A.A., and M.J. Hamburger, "A Heuristic Program for Locating Warehouses," *Management Science*, Vol. 10 (July 1963), pp. 643-666.

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Lin, Binshan, James Collins, and Robert K. Su, "Supply Chain Costing: An Activity Based Perspective," *International Journal of Physical Distribution and Logistics Management*, Vol. 31, No. 10 (2001), pp. 702-713.

McKaige, Walter, "Collaborating on the Supply Chain," *IIE Solutions*, Vol. 33, No. 11, March 2001.

Morgan, J.P. Securities, Inc., "Making a Long-Term Commitment," *Inbound Logistics*, (July 2002), pp. 98-104.

Morton, Roger, "Direct Response Shipping," *Transportation & Distribution* (April 1996), pp. 32-36.

Partyka, Janice G. and Randolph W. Hall, "On the Road to Service," OR/MS *Today* (August 2000), pp. 26-35.

Pope, Kyle, "For the Media, Diana's Funeral Prompts Debate," *Wall Street Journal* September 8, 1997, B1.

Richardson, Helen L, "Virtually Connected," *Transportation & Distribution* (March 2000), pp. 39-44.

"School Bus Routing Goes High-Tech," *ESRI ArcNews* (Winter 2000/2001), p. 1ff.

Texts:

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Blanchard, Benjamin S. Logistics *Engineering and Management,* 5th ed. Upper Saddle River, NJ: Prentice Hall, 1998

Bloomberg, David J., Stephen Lemay, and Joe B. Hanna. *Logistics.* Upper Saddle River, NJ: Prentice Hall, 2002.

Bowersox, Donald J., and David Closs. *Logistical Management: The Integrated Supply Chain Process.* New York: McGraw-Hill, 1996.

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