



Course Specifications

Course Title:	DISTRIBUTION MANAGEMENT
Course Code:	MKT-401
Program:	Bachelor of Science of Business Administration in Marketing [BSBA]
Department:	Department of Marketing
College:	College of Business Administration, Al Kharj
Institution:	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 7 th Level (Sem.) / II Year
4. Pre-requisites for this course (if any): MGT-201
5. Co-requisites for this course (if any): NONE

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	Total	42	100

7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description:

The course focus on how to channel the products from place of production to place of consumption and as such also introduces the intermediaries involved therein. It also elaborates on the functions of marketing channels and how to design marketing channels. The course discusses the planning framework of logistics & distribution activities of services as well as business markets. It highlights the warehousing & storage systems designed for security & safety issues. The course examines the economic and behavioral problems emanating between producers and middlemen. The course explicates the choice of modal transport in an international context with a view of the cost involved in road or air cargo. Overall the course ‘Distribution Management & Marketing’ illustrates the importance of distribution planning, resources, and control mechanisms.

2. Course Main Objective:

The objective of the course is to discuss the theories, principles, systems, and practices that are related to the movement of goods and services from producing companies to the final user. It enables a student to understand the processes of designing and managing distribution channels in industrial, consumer, and service markets. It also studies the methods and techniques of the physical distribution of goods. This reveals the effects of manufacturing planning and control systems on distribution activities. The student should be able to interpret the value of information systems, the cost involved and the resources employed in distribution & logistics occupation.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the importance and functions of physical distribution and logistics	
1.2	Describe the planning process involved in the logistics and distribution of goods	
1.3	Narrate the principles of warehousing, storage & equipment systems	
1.4	Outline the selection criteria of international logistics and the legislation	
1.5	Write about the monitoring and control of distribution operations, benchmarking, and outsourcing	
2	Skills :	
2.1	Differentiate between the distribution process of services and business markets	

CLOs		Aligned PLOs
2.2	Evaluate the planning framework for logistics and distribution control systems	
2.3	Prepare the integrative plans of storage and handling systems along with replenishment disposition	
2.4	Differentiate the advantages & disadvantages between the major intermodal transport such as road and air cargo	
2.5	Presentation of the monitoring & control systems, benchmarking, and outsourcing ways of distribution	
3	Values:	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.	

C. Course Content

No	List of Topics	Contact Hours
1	Concept of logistics and Channels of distribution: Introduction to logistics and distribution – physical distribution strategy in channels – customer service and logistics – channel design and selection- managing marketing channels – conflict and cooperation within marketing channels – Distribution channel for services and business markets – key issues and challenges for logistics.	

		9
2	Planning for logistics: Planning framework for logistics – logistics processes – planning physical distribution – logistics management and organization – distribution: tactical and operational techniques - the effects of manufacturing planning and control systems on distribution activities.	8
3	Warehousing and storage: principles of warehousing – storage systems and equipment – handling systems – order picking and replenishment – advanced systems – warehouse design – warehouse management and information.	9
4	Freight transport: International logistics: modal choice – intermodal transport – road freight transport: vehicle selection – vehicle costing – legislation – planning and resourcing.	9
5	Monitoring and control: Monitoring and control of distribution operations – benchmarking – outsourcing: the selection process – security and safety in distribution.	7
Total		42

D. Teaching and Assessment

1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the importance and functions of physical distribution and logistics	Lectures, Use of Slides, Providing Text-book or Journal material, and Use of Black-board technology by uploading content	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, and Evaluation of Home Assignments
1.2	Describe the planning process involved in the logistics and distribution of goods		
1.3	Narrate the principles of warehousing, storage & equipment systems		
1.4	Outline the selection criteria of international logistics and the legislation		
1.5	Write about the monitoring and control of distribution operations, benchmarking, and outsourcing		
2.0	Skills		
2.1	Differentiate between the distribution process of services and business markets		Quiz, Mid-Terms,

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.2	Evaluate the planning framework for logistics and distribution control systems	Lecture-Demonstration through diagrams, figures & graphs, Open Text Book Study, Case Study, Library Research and Mini-Project	Final Exams, Individual or Group Presentations in Class, Field Trips, and Evaluation of Mini-Project & Home Assignments
2.3	Prepare the integrative plans of storage and handling systems along with replenishment disposition		
2.4	Differentiate the advantages & disadvantages between the major intermodal transport such as road and air cargo		
2.5	Presentation of the monitoring & control systems, benchmarking, and outsourcing ways of distribution		
3.0	Values		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	Role-playing, Brain Storming, Debate, Product Demonstration, and Student Panel Activities	Observations (Indirect) of Class Behavior, Participation & Discussion, and Constructing Exhibits & Charts
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.		
3.3	COMMITMENT: Students learn to stand		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	<p>behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.</p>		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3 rd , 6 th ,	10%
2	Mid Terms (two)	4 th , 8 th	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	7 th , 9 th	10%
4	Final Examination	After completion of the 10 th Week	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Alan Rushton, John Oxley, Phil Croucher (2001), <i>“Handbook of Logistics and Distribution Management”</i> , Kogan Page, US, 2e.
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Essential References Materials	<ul style="list-style-type: none"> Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I. El-Ansary (2006), “<i>Marketing Channels</i>”, Prentice Hall, US, 7 ed..... MOST PREFERRED Michael D. Hutt & Thomas W. Speh (2007), “<i>Business Marketing Management: B2B</i>”, Thomson Publications, US, 9e.
Electronic Materials	<ul style="list-style-type: none"> http://faculty.psau.edu.sa (black-board) Harvard Business Review International Journal of retailing and distribution International journal of physical distribution and logistics management International journal of logistics research and applications
Other Learning Materials	Relevant videos cases and websites of service-oriented companies in KSA

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with a capacity of at least 30 seats/group and 4-groups required
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	N/A

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<i>Effectiveness of Teaching:</i> At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by	Students	Feedback through Survey

Date	
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