

**INTERAMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
BUSINESS FACULTY  
UNDERGRADUATE DEPARTMENT  
MARKETING PROGRAM**

**SYLLABUS**

**I. GENERAL INFORMATION**

<b><i>Course title</i></b>	:	Distribution Logistics
<b>Code and Number</b>	:	MKTG 3243
<b>Credits</b>	:	Three (3)
<b>Academic Term</b>	:	
<b><i>Instructor</i></b>	:	
<b>Office Location and Hours</b>	:	
<b>Office Telephone</b>	:	
<b>E-Mail</b>	:	

**II. DESCRIPTION**

Discussion of the mechanisms that allow the efficient and optimal delivery of goods, services, and ideas from the producer to the consumer. Study of the selection, configuration and management of distribution channels integrated to the marketing components. Emphasis on the design, implementation, administration, and evaluation of the strategies of the distribution channels at the local and international level. Prerequisite: MKTG 2220.

**III. OBJECTIVES**

It is expected that upon completing the course, the student should be able to:

1. Apply knowledge to their current work in a professional manner reflecting the competencies demonstrated by strong elaboration and defense or arguments for problem resolution within area of specialization.
2. Apply marketing tools using analysis and in-depth understating of market dynamics and consumer behavior.

3. Understand fundamental marketing theory and practice from diverse methods and schools of thought.

4. Identify and analyze the key marketing elements particularly the marketing mix, business administration and sales, distribution and logistics, product, price, and communications.

5. Understand the variables related to distribution channel development.

6. Understand the key aspects of merchandising efforts and point of sale initiatives.

#### **IV. CONTENT**

##### **A. Marketing logistics and distribution**

1. Introduction: supply chain phases
2. Distribution systems and contracting
3. Logistics components; cargo units and containers
4. Long-Distance transportation: analysis and characteristics of long-distance transportation.
5. Planning long-distance transportation.
6. Basic documentation for international logistics.

##### **B. Prices and Services**

1. The incidence of logistics costs and product price.
2. The issue of tariffs and taxes in the supply chain and distribution.

##### **C. Commercial distribution: definition, characteristics. The role of distribution channels.**

##### **D. Distribution networks: strategic aspects of distribution.**

1. Wholesale and retail distribution; distribution contracts.
2. Other wholesale and retail distribution alternatives.

##### **E. Sales Promotion**

##### **F. Merchandising**

##### **G. Sales relationships and sales reps.**

##### **H. Customer Loyalty**

## V. LEARNING ACTIVITIES

1. Team projects: develop and consolidate concepts learned.
2. Assignments- individual efforts for discussion during class meetings.
3. Videos, presentations, suggested articles and reading materials.
4. Learning based on problem resolution.
5. Digital and oral presentations

## VI. EVALUATION

Final grades will be determined using the following:

	<u>Punctuation</u>	<u>% of final grade</u>
Partial Test	100	25%
Assignments	100	25%
Final Project	100	25%
Final Test	100	25%
<b>Total</b>	<b>400</b>	<b>100%</b>

## VII. SPECIAL NOTES

### A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, ext. 2306.

## **B. Honesty, fraud, and plagiarism**

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

## **C. Use of electronic devices.**

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

## **D. Compliance with the Provisions of Title IX**

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at ext. 2262/2147, or by e-mail [griverar@metro.inter.edu](mailto:griverar@metro.inter.edu).

The normative document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico ([www.inter.edu](http://www.inter.edu)).

## **VIII. EDUCATIONAL RESOURCES**

Dent, J. & White M. (2018) Sales and Marketing Channels: How to Manage Distribution Strategy, 3<sup>rd</sup>. Edition Kogan Page

Marketing Channels: A Management Perspective, Bert Rosenbloom, Cengage, 8<sup>th</sup>. Edition 2012.

## **IX. BIBLIOGRAPHY (OR REFERENCES)**

- A. Publications:
  - 1. Caribbean Business
  - 2. El Nuevo Día / Business Section
  - 3. Journal of Direct Marketing
  - 4. Journal of Marketing
  - 5. Journal of Marketing Research
  - 6. Consumer Report
  - 7. Advertising Age
  - 8. Marketing News
  
- B. Online Resources:
  - 1. Puerto Rico Chamber of Commerce
  - 2. Small Business - Puerto Rico
  - 3. Advertising Resources
  - 4. Articles on Network Marketing
  - 5. Business Resources Centers
  - 6. Marketing Plan
  - 7. Business Sources on the Internet

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