MKTG 809

Marketing Logistics

Lecturer: Gareth Jude

Semester 1,

Year 2010

Year and Semester: 2010 Semester 1

Unit convenor: Gareth Jude

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

Marketing and logistics would seem on the surface to be natural enemies but in the modern business world logistics have ceased to be simply the study of the most efficient way of moving goods from A to B and have become a key source of competitive advantage and an essential element of the marketing mix.

The objective of this unit is to increase the understanding of the important issues in planning and evaluating logistics strategies across consumer and industrial markets and across goods and services. The unit will introduce appropriate theories, models and other tools needed to make better logistics decisions. A strong marketing orientation is carried throughout the course. Particular emphasis is placed on understanding marketing channel principles as well as how the building blocks of logistics serve the marketing function.

The specific basic objectives of the unit are:

1. To increase understanding of the important issues in planning and evaluating marketing logistics strategies;
2. To provide the appropriate theories, models, and other tools to make better logistics decisions; and
3. To provide a forum for students to apply these principles.

Credit points

This is a single semester (half-year) 4-credit point unit. The number of credit points that a unit is worth is determined by the number of hours that a student is expected to spend each week attending lectures, reading and preparing assignments. For a single semester unit, students are expected to spend 4 hours per credit point each week on work related to the unit. Students are strongly advised to prepare their study timetable accordingly.

TEACHING STAFF

Covener: Gareth Jude
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Consultation Thursdays 5pm-6pm by appointment

CLASSES

- There will be 12 x 3 hour lectures as well as a final exam
- The timetable for classes can be found on the University web site at:
  http://www.timetables.mq.edu.au/

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Textbook
There is no required textbook for this course

Recommended Texts
Coughlan, A. T.; Anderson, E.; Stern, L. W.; and, El-Ansary, A. I. (2006) *Marketing Channels* 7th edition, Prentice-Hall, New Jersey.

Ballou, R. H. (2004), *Business Logistics Management* 5th Ed, Prentice Hall, New Jersey.

Simchi-Levi, D., Kaminsky, P. and Simchi-Levi, E. (2008), *Designing& Managing the Supply Chain: concepts, strategies and case studies*, 3rd Ed, McGraw-Hill/Irwin, New York

These three texts will be referenced heavily during the course. Copies are available in the library and will be placed on closed reserve

Other Relevant Texts
Christopher, M. (2003), *Logistics and Supply Chain Management* 3rd ed. Financial Times, Prentice Hall, Harlow

Lambert, D. M. and Stock, J. R. (2001), *Strategic Logistics Management* 4th Ed, Irwin, Chicago.

Murphy Jr., P. R. and Wood, D. F (2008), *Contemporary Logistics,* 9th Ed, Pearson Prentice-Hall, Upper Saddle River, N. J.

Pelton, L. E., Strutton, D., and Lumpkin, J. R. (2002), *Marketing Channels: A relationship management approach*, 2nd Ed, Irwin/McGraw Hill, Boston.

Journals and Business Periodicals
These publications contain extra information on the subject and may be of use to students
Logistics Management
Journal of Marketing Channels

International Journal of Retail and Distribution Management
International Journal of Physical Distribution and Logistics Management
Forbes Magazine
BRW

UNIT WEB PAGE

Blackboard - https://learn.mq.edu.au

LEARNING OBJECTIVES AND OUTCOMES

The learning outcomes of the unit are
- To understand the relationship between Marketing and a Logistics system.
- To gain an understanding of the major issues involved in managing Marketing Logistics
- To be able to apply Marketing Logistics theory to real life examples.
- To be able to critically asses Marketing Logistics strategy
- To work effectively in groups to analyse and prepare reports on Marketing Logistics management issues

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:
- Foundation skills of literacy, numeracy and information technology;
- Self-awareness and interpersonal skills;
- Communication skills;
- Critical analysis skills;
- Problem-solving skills;
- Creative thinking skills.

Students with writing problems will find that help can be found at:
http://www.ling.mq.edu.au/support/writing_skills/letter.htm

TEACHING AND LEARNING STRATEGY

The unit is taught though lectures and student group presentations

a. Lectures
Students should prepare for each lecture by, as a minimum,

- reading the nominated chapters from the recommended texts
- reading the nominated case studies/papers
- reading relevant material from the recommended reading lists.

Lectures are your opportunity to assess whether or not you fully understand the topic of the week and to debate your opinions with the class.

b. Group Presentations

Logistics problems are by their nature multi-disciplinary therefore in the business world you can expect to have to work with groups of other managers to resolve logistics issues. Working in groups during this course will be valuable experience for your working life ahead.
Each group will be required to give two presentations during the course i.e. one case study and a logistics audit

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

a. Individual Research Topic   15%

In week two you will be given a research topic to complete. The research topic will relate to material presented in weeks one to three of the course and be designed to test your understanding of channel design principles and your ability to individually research the logistics literature. This report is to be no longer than 2000 words excluding references and appendices. The report should be handed in before the start of the class in week four. This task is an early diagnostic for the lecturer to test your comfort with the course material and your ability to present a written report.

b. Group Presentations   45% (comprising
case/paper presentation 15%, logistics audit 30%)

Each group task consists of a presentation to the class and a written report. The group presentations are designed to test your ability to communicate analysis of business issues both verbally and in writing. You will be graded on

       i)   the quality of your presentation to the class
       ii)   the quality of your analysis and recommendations
       iii)   your ability to apply the analytic concepts from class to your allocated operational problem.
       iv)   Depth of research conducted on the assignment

Written reports are to be typed in a 12-point font, double-spaced with 2.0 cm margins on one side of page only. Failure to do this will result in no written comments on your assignment Assignments are to be submitted with a group cover sheet (see below). Staple your assignment in the top left-hand corner. Do not put the report in a binder or individual pages in separate plastic holders - you will not get the binder or plastic sleeve back and they may not be marked or you may not get comments on your assignment.

Submissions that go beyond the page limit will not be marked as to do so would give non-complying groups an unfair advantage

Reports should be handed in at the commencement of the lecture in which the presentation is to be made. Late reports will be penalized at the rate of 20% of the available marks per day late. No assignment will be accepted after one week after the due date, that is, you will receive a Fail grade for the assignment. Assignments will be returned two weeks after the due date.

All assignments must be referenced using the Harvard (author, date) method. Failure to follow this method will result in marks being deducted. Using footnotes or endnotes will also incur a loss of marks.

It is the group's responsibility to keep a copy of the presentation and report.

i. **Case /paper presentation (15%)**

Analysis of business problems then preparing concise reports and recommendations for action to management will be a regular feature of your business career. Case study/ Paper analysis simulates this business activity.

You should use the following structure for each case study analysis:

Situation Analysis
Perform a SWOT analysis i.e. Strengths and weaknesses of the company; opportunities and threats in its external environment. Substantiate any assertions being made with evidence from the case i.e. if sales are going up say by how much, if there is conflict in the channel say who is it between.

Problem Definition
Define the main issues or real problems facing the company and lay these out, where relevant, as one or more principal logistical problems.

Analysis and Evaluation of Options
Analyse the problems facing the company by extrapolating the facts and figures from the case. It is important in this section to take the numbers given in the case a little further than they are presented.
After completing this analysis evaluate the pros and cons of the most feasible alternatives considering costs and benefits of each.
Other Information that should be Obtained
each case/paper studies a business problem with limited information. Specify the further data you think should be obtained and the analysis required give a better solution to the case/paper problem.
Recommended Courses of Action
Make recommendations giving reasons.

If you are allocated a research paper your structure should be as follows

Why was the research done?

What were its objectives?

A Description of the research methodology + your analysis of its appropriateness

The results of the research

The researchers findings

The marketing logistics implications of the research

General notes

- A model of how to present your case study will be presented in week 3, a model of how to present a research paper will be presented in week 4.
- All case study material can be used in the final exam as supporting evidence for your answers

The cases/papers will be available two weeks before the relevant lecture on the Blackboard or distributed in hard copy in class. Each class presentation should be around twenty minutes in duration and be supported by whatever audio visual aids you require to illustrate your arguments. Be prepared to hand soft copy of your presentation to the lecturer at the end of the presentation. A three to four page written report, which needs to be handed in before the commencement of the relevant lecture, should accompany your presentation.

ii Marketing Logistics Audit (30%)

You will be required to perform an audit of a specific firm's existing logistics system. Your report should be presented in three parts

1. Describing the **current state** of the marketing logistics system. What are the key service outputs, its distribution channels, information systems, stock holding, storage network, transport arrangements etc.)

2. **Suggestions for improvement** of the marketing logistics system and management.

3. An **annotated bibliography** to any secondary sources you use (business press articles, journals, books, etc.) Each reference in the bibliography should be accompanied by several sentences explaining the major points of the reference and their relevance to your group's research. Under **no** circumstances simply copy the abstract of the article. You must use your own words. There is no page limit for the annotated bibliography, however, it should only include **relevant** articles and texts. In addition you should mention the names, titles, and companies of any people you interview for the audit

You are responsible for finding a firm whose marketing logistics system you wish to study. You should do your best to use both primary (e.g., personal interview) and secondary (e.g., library research) data to perform your analyses *although it is not compulsory to do primary research.*

You will be introduced to templates and analytic tools over the first half of the course that will equip you to do this real-world analysis.

Projects submitted by individuals will not be marked.

It is best to study a pre-existing marketing logistics system rather than a firm's plans to enter a new market and build up a new system. However, if you wish to look at a case of new market entry, you may do so, but please include an analysis of the firm's pre-existing marketing logistics system (if it exists) for other products and suggestions for altering it for the new product or market.

A proposal identifying the company you wish to study and the way you propose to approach the assignment is due in week 6 **(5 marks)**

All groups will present their marketing logistics audit in week 12. Each class presentation should be a maximum of fifteen minutes in duration and be supported by whatever audio visual aids you require to illustrate your arguments. All members of the group are expected to contribute to the preparation and delivery of the presentation. 5 marks are awarded for your individual contribution to the presentation and 5 marks for the quality of the overall group. Groups should consider their audience to be the senior management group of the company chosen for analysis. Failure of a group member to attend their group's presentation (without Special Consideration) may result in them being awarded a zero mark for the assignment. (**10 marks)**

The report itself (excluding the annotated bibliography and exhibits) should be no more than 3000 words long. Submissions that go beyond the word limit will not be marked as to do so would give non-complying groups an unfair advantage. **(15 marks)**

It is our experience that students find it no challenge to fill up the word limit. Do not waste it on irrelevant information and verbosity. If history repeats then what will separate the better assignments from the others will be the level of understanding of the theory and competence in applying it to the issues.

Group Formation

Your group should consist of **four** students. Students have two options for joining a group.

Option 1 – Organise your own group

Students can organise themselves into groups of four. This option has the benefit of enabling students to select whom they will work with. Students taking this option must submit a completed Group Contact Sheet (one per group, with the contact details of all group members) in the week two lecture. A blank Group Contact Sheet is included at the end of this unit outline.

Option 2 – Be placed in a group by the lecturer.

Students who have not organised themselves into a group, or have organised a group of less than four, will be formed into groups of four by the lecturer. In this case students must submit a group contact sheet containing their name(s), contact details etc. in the week two lecture. Contact details for the groups allocated by the lecturers will be available in the week three lecture.

As you will have to be in regular contact with your group it is recommended that you get the contact details of all of the members in your group. Not being in contact with your group is not an excuse for having little input into the group work.

If you do not pursue either option 1 or option 2 it will be assumed that you are not continuing with the unit.

Marking and Peer Assessment

Working in groups is a valuable experience for students in that it reflects working life, however, it presents some difficulties for markers. In particular, the marker is not present at any of the group meetings, and so does not see the contributions of the individual members. The marker will mark the project, but will rely on information from each group to generate individual marks.

To provide an assessment of each group member's contribution to the assignment the group members are to agree on the contribution made by each member and sign off on their decision. This information is to be included on the assignment cover sheet. An assignment cover sheet is provided at the end of this outline.

If the group considers that all members have contributed equally, then each member will put 100% as their contribution and all members will be given the same grade as the marker gives the written assignment. If, for example, the group considers that one person has contributed significantly more than the others then that person will put down 100% as their contribution, and the others will put down something less than 100%. Another example would be where the group agrees than one member has done significantly less than the others, in this case that person would put down something less than 100% as their contribution.

The marker will give a mark for the assignment. This mark will then be multiplied by the contribution % for each member of the group to arrive at an individual mark for each student. So, if a student has a contribution of 100%, and a group project mark of 75, then the student will be given an individual mark of 75 (75*100%). If, however, a student has a contribution of 90%, and a group project mark of 75, then the student will be given an individual mark of 67.5 (75*90%). 100% is the highest that can be given.

When assessing each member's contribution it is important to take a balanced view, recognising that there are various roles, skills and stages involved in the project. The project will involve information gathering, familiarisation with theory, synthesis of ideas, and analysis of information, writing of the project report and finally word processing the project report. When working in groups it is usual for people to take on various roles (leader, scribe, idea generator, etc). While some roles are more visible than others none is any more important than the others. Unless all are done well, the result will be flawed. It is up to the group to negotiate amongst itself how the work will be allocated in an equitable manner, making the best use of people's strengths.

There are three things that you should give weight to when assessing group members contributions, firstly their attendance at group meetings, secondly their punctual delivery of the work that the group has assigned them, and thirdly whether or not their contribution to discussions are based on the theory.

c. Final Examination   **40%**

The final exam will be held in the lecture in week 13 and be worth 40% of the course marks. Students must achieve a pass in the final exam to achieve a pass for the course.
The examination will be "closed book". It will consist of a case study, short answer and essay questions and be designed to fully test your understanding and ability to express your understanding of all of the course material. Further details will be given later in the semester regarding format and content including some sample questions.

The only exception to not sitting the examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at http://www.reg.mq.edu.au/Forms/APSCon.pdf

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

Assessment Summary

	Due	Marks
1. Individual Assessment		
a. Research Topic	Week 4	15%
b. Group Presentation	Week 12	5%
c. Final Exam	Week 13	40%
Sub total individual assessment		**60%**
2. Group Assessment		
a. Case/Paper Presentation	TBA	15%
b. Group Project Proposal	Week 6	5%
b. Group Project Presentation	Week 12	5%
c. Group Project Report	Week 12	15%
Sub total group assessment		**40%**
TOTAL		**100%**

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: http://www.student.mq.edu.au/plagiarism/

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

DETERMINATION OF OVERALL GRADE

The marks for each assessment task will be combined to determine a final mark for the course. Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.
An explanation of the way in which the results achieved in the individual assessment tasks are combined to give an overall grade.

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at http://www.student.mq.edu.au.

Date	Session	Topic	Comments
25/2/10	1	Course Introduction The nature of marketing and logistics Determining the role of logistics in the marketing mix	Coughlan et al, Chapter 1 Simchi Levi Chapter 1 Ballou Chapter 1
4/3/10	2	Segmentation for Channel Design: Service Outputs Supply side channel analysis: Channel Flows and Efficiency Analysis *Outline of Research Assignment*	Coughlan et al, Chapter 2 + 3
11/3/10	3	Channel Structure and Intensity Issues, Gap Analysis, Channel Power *Case Study (sample)*	Coughlan et al, Chapter 4-6
18/3/10	4	The building blocks of logistics I: Order Processing and Information Systems *Paper Presentation (sample)*	Simchi-Levi Chapters 5+14 Ballou Chapter 5 *Individual research assignment due*
25/3/10	5	The building blocks of logistics II: Inventory and Forecasting Systems *Class Exercise*	Ballou Chapters 8-9 *Case Study: TBA*
1/4/10	6	The building blocks of logistics III: Storage	Ballou Chapters 11 +12 Simchi Levi Chapter 2 *Case Study: TBA* *Group Logistics Audit proposal due*
Mid Semester Break			
22/4/10	7	The building blocks of logistics IV: Network Planning	Simchi-Levi Chapter 3 Ballou Chapter 14 *Case Study: TBA*
29/4/10	8	The building blocks of logistics V: Transport	Ballou Chapter 6 + 7 *Case Study: TBA*
6/5/10	9	Strategic Alliances and Outsourcing	Coughlan et al. Chapter 8 Simchi-Levi Chapter 8 *Case Study: TBA*
13/5/10	10	Supply Chain Strategy	Coughlan et al, Chapter 16 Simchi-Levi Chapter 7 *Case Study: TBA*
20/5/10	11	Global Logistics	Simchi-Levi Chapter 10
27/5/10	12	Group Presentations	
3/6/10	13	Exam	

MACQUARIE UNIVERSITY

MKTG 809

MARKETING LOGISTICS

GROUP CONTACT SHEET

Group Name: _____

Student Name	ID number	Phone	email

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MARKETING LOGISTICS

Group Name:_____

GROUP PROJECT COVER SHEET

Student Name	ID number	Participation %	Signature

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Group Project Presentation Assessment

Oral Presentation of Strategy Evaluation Criteria						
SID						
Name						
Presentation Evaluation Criteria	**Rating and Comments**					
Thorough, focused and insightful analysis						
The effective use of tools, techniques and concepts from the course						
Well organized and presented (visuals, timing, etc)						
Communication and persuasion of the arguments presented						
The Realism of Strategies Developed						
Total Assessment Mark for Individual Presentation (5.0%)						
Total Assessment Mark for Group Presentation (5.0%)						
Total Assessment Mark (10.0%)						