

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG 809
Marketing Logistics

Semester 1, 2011

Department of Marketing and Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE**

Year and Semester: 2011, Semester 1

Unit convenor: Gareth Jude

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.

Students in this unit should read this unit guide 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:

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

TEACHING STAFF

Convener: Gareth Jude E-mail: gjude@ozemail.com.au

CONSULTATION TIMES

Consultation: Thursdays 5pm-6pm by appointment

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

- There will be 13 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

Simchi-Levi-Kaminsky-Simchi-Levi (2008) *“Designing and Managing the Supply Chain 3e with Student CD”* McGraw-Hill Australia & New Zealand

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.

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

TECHNOLOGY USED AND REQUIRED

Written reports will be submitted electronically.

PowerPoint or similar will be required for class presentations.

UNIT WEB PAGE

- Course material is available on the learning management system (BlackBoard)
- There is no web page for this unit.

LEARNING OUTCOMES

The learning outcomes of this unit are:

1. To understand the relationship between Marketing and a Logistics system.
2. To gain an understanding of the major issues involved in managing Marketing Logistics
3. To be able to apply Marketing Logistics theory to real life examples.
4. To be able to critically assess Marketing Logistics strategy
5. To work effectively in groups to analyse and prepare reports on Marketing Logistics management issues

GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

- 1 Discipline Specific Knowledge and Skills*
- 2 Critical, Analytical and Integrative Thinking

- 3 Problem Solving and Research Capability
- 4 Creative and Innovative
- 5 Effective Communication
- 6 Engaged and Ethical Local and Global citizens
- 7 Socially and Environmentally Active and Responsible
- 8 Capable of Professional and Personal Judgement and Initiative
- 9 Commitment to Continuous Learning

(* See above).

TEACHING AND LEARNING STRATEGY

The unit is taught through 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

RESEARCH AND PRACTICE

- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assessment Task 1	
Title/Name	Individual Research Topic
Description	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
Due date	Before Class Week 4
% Weighting	15%
Grading method	-Demonstrable understanding of theory presented in first three weeks of lectures -Quality and depth of research and referencing (Harvard style) -Presentation including spelling, grammar, syntax
Submission method	Hard copy in class plus Turnitin
Feedback	Individual written feedback in class in week 7
Estimated student workload (hours)	8
Learning outcomes assessed	
1 To understand the relationship between Marketing and a Logistics system	√
2 To gain an understanding of the major issues involved in managing Marketing Logistics	√
3 To be able to apply Marketing Logistics theory to real life examples.	√
4 To be able to critically asses Marketing Logistics strategy	√
Graduate capabilities assessed	
1 Discipline Specific Knowledge and Skills	√
2 Critical, Analytical and Integrative Thinking	√
3 Problem Solving and Research Capability	√

Assessment Task 2	
Title/Name	Group Case/Paper Presentation
Description	The case /paper will relate to a topic covered in the lectures. The task requires a presentation to the class and a written report of no more than 2000 words. Each group will be allocated a week to present in week 4. Cases/papers will be allocated two weeks in advance of each presentation. More detail of how to prepare your presentation and a sample will be presented in the lectures in week 3 and 4.
Due date	Before class in allocated week.
% Weighting	15%
Grading method	-the quality of your presentation to the class -the quality of your analysis and recommendations -your ability to apply the analytic concepts from class to your allocated case problem. -Depth of research conducted on the assignment
Submission method	Presentation to class. Hard copy written submission to lecturer
Feedback	Feedback provided to each group no later than two weeks after presentation and report submission
Estimated student workload (hours)	12
Learning outcomes assessed	
1 To understand the relationship between Marketing and a Logistics system	√
2 To gain an understanding of the major issues involved in managing Marketing Logistics	√
3 To be able to apply Marketing Logistics theory to real life examples.	√
4 To be able to critically asses Marketing Logistics strategy	√
5 To work effectively in groups to analyse and prepare reports on Marketing Logistics management issues	√
Graduate capabilities assessed	
1 Discipline Specific Knowledge and Skills	√
2 Critical, Analytical and Integrative Thinking	√

Assessment Task 3	
Submission method	1.Hard copy proposal to lecturer before class in week 6 2.Presentation to class in week 12. 3.Written report to lecturer before class in week 12 plus Turnitin
Feedback	1.Verbal feedback on proposal in week 7 2.Verbal feedback on class presentation in class in week 12 3.Written feedback on written presentation in week 13
Estimated student workload (hours)	24
Learning outcomes assessed	
1 To understand the relationship between Marketing and a Logistics system	√
2 To gain an understanding of the major issues involved in managing Marketing Logistics	√
3 To be able to apply Marketing Logistics theory to real life examples.	√
4 To be able to critically asses Marketing Logistics strategy	√
5 To work effectively in groups to analyse and prepare reports on Marketing Logistics management issues	√
Graduate capabilities assessed	
1 Discipline Specific Knowledge and Skills	√
2 Critical, Analytical and Integrative Thinking	√
3 Problem Solving and Research Capability	√
4 Creative and Innovative	√
5 Effective Communication	√
6 Engaged and Ethical Local and Global citizens	√
7 Socially and Environmentally Active and Responsible	√
8 Capable of Professional and Personal Judgement and Initiative	√

Assessment Task 4	
Title/Name	Final Exam
Description	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.
Due date	Examination period
% Weighting	40%
Grading method	-Quality of answers to questions -Demonstrable understanding of theory presented in the lectures -Presentation including spelling, grammar, syntax
Learning outcomes assessed	
1 To understand the relationship between Marketing and a Logistics system	√
2 To gain an understanding of the major issues involved in managing Marketing Logistics	√
3 To be able to apply Marketing Logistics theory to real life examples.	√
4 To be able to critically assess Marketing Logistics strategy	√
Graduate capabilities assessed	
1 Discipline Specific Knowledge and Skills	√
2 Critical, Analytical and Integrative Thinking	√
3 Problem Solving and Research Capability	√
4 Creative and Innovative	√
5 Effective Communication	√

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

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.

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 all presentations and reports.

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 that 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 ($75 \times 100\%$). 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 ($75 \times 90\%$). 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.

Final Exam

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

The final exam will be held during the University Examination period.

The University Examination period in First Half Year 2011 is from June 6th to June 24th.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an 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. The University's policy on special consideration process is available at

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:
<http://www.mq.edu.au/policy/docs/examination/policy.htm>

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Summary

	Due	Marks
1. Individual Assessment		
a. Research Topic	Week 4	15%
b. Group Presentation	Week 12	5%
c. Final Exam	Examination Period	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%

GRADES

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals.

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

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

[Individual Unit Convenors may wish to add Unit/ Faculty specific support eg BESS, Room, PAL, E4B Consultation Room.]

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.

- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Date	Session	Topic	Comments
24/2/11	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
3/3/11	2	Segmentation for Channel Design: Service Outputs Supply side channel analysis: Channel Flows and Efficiency Analysis <i>Outline of Research Assignment</i>	Coughlan et al, Chapter 2 + 3
10/3/11	3	Channel Structure and Intensity Issues, Gap Analysis, Channel Power <i>Case Study (sample)</i>	Coughlan et al, Chapter 4-6
17/3/11	4	The building blocks of logistics I: Order Processing and Information Systems <i>Paper Presentation (sample)</i>	Simchi-Levi Chapters 5+14 Ballou Chapter 5 <i>Individual research assignment due</i>
24/3/11	5	The building blocks of logistics II: Inventory and Forecasting Systems <i>Class Exercise</i>	Ballou Chapters 8-9 <i>Case Study: TBA</i>
31/3/11	6	The building blocks of logistics III: Storage	Ballou Chapters 11 +12 Simchi Levi Chapter 2 <i>Group Logistics Audit proposal due</i>
7/4/11	7	The building blocks of logistics IV: Network Planning	Simchi-Levi Chapter 3 Ballou Chapter 14 <i>Case Study: TBA</i>
Mid Semester Break			
28/4/11	8	The building blocks of logistics V: Transport	Ballou Chapter 6 + 7 <i>Case Study: TBA</i>
5/5/11	9	Strategic Alliances and Outsourcing	Coughlan et al. Chapter 8 Simchi-Levi Chapter 8 <i>Case Study: TBA</i>
12/5/11	10	Supply Chain Strategy	Coughlan et al, Chapter 16 Simchi-Levi Chapter 7 <i>Case Study: TBA</i>
19/5/11	11	Global Logistics	Simchi-Levi Chapter 10 <i>Case Study: TBA</i>
26/5/11	12	Group Presentations	
2/6/11	13	Course Review	