

# TOROS ÜNİVERSİTESİ

Vocational School  
Logistics

## Course Information

PHYSICAL DISTRIBUTION CHANNELS AND PLANNING					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
LOJ248	Spring	2	0	2	2

Prerequisites and co-requisites	Absent
Language of instruction	Turkish
Type	Required
Level of Course	Associate
Lecturer	Lecturer Ayşe GÜNGÖR
Mode of Delivery	Face to Face
Suggested Subject	
Professional practise ( internship )	None
Objectives of the Course	To provide students with the theoretical and practical knowledge and skills about the planning of distribution channels covering a wide range of logistics activities during the stages up to the customer in Supply Chains.
Contents of the Course	Supply Chain Management- Distribution Management Relationship, Distribution Channel Concept, Distribution Channels and Logistics Distribution Center, Distribution Strategy and Major Distribution Policies, Physical Distribution and Functions, Marketing Distribution Management Relationship, Industrial Markets, Distribution Channel Design, Transportation Model Applications, Circular Expedition, Sectoral Applications, Distribution Channels, Marketing Channels, Main Distribution Channel Members, Management of Conflicts in Distribution Channels, Criteria in Distribution Channel Selection in Industrial Markets, Introduction to Routing, Single Vehicle Routing Applications, Multi-Vehicle Routing Applications

## Learning Outcomes of Course

#	Learning Outcomes
1	Defines / explains the basic concepts of logistics functions and distribution channels
2	Stages of logistics processes of distribution channels
3	Explains the importance of distribution channels in logistics processes.
4	They follow distribution channels and processes manage
5	Develops solution proposals by examining the basic problems arising from the implementation of logistics distribution functions.
6	Recognize the resources (vehicles, equipment, people, facilities, etc.) benefiting from the distribution channels
7	In line with the objectives and responsibilities of the logistics operator, it carries out the operation of the distribution channels and effective efficient management.
8	It develops a solution proposal for the problems encountered during the execution of the distribution function

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Supply Chain Management - Distribution Management Relationship	Oral Presentation
2	Distribution Channel Concept, Distribution Channels and Logistics	Oral Presentation
3	Distribution Center, Distribution Strategy and Major Distribution Policies, Physical Distribution and	Oral Presentation

	Functions	
4	Marketing-Distribution Management Relationship, Industrial Markets	Oral Presentation
5	Distribution Channel Design	Oral Presentation
6	Introduction to Transportation Models	Oral Presentation
7	Transportation Models Applications	Oral Presentation
8	Midterm	
9	Cross Shipment and Circular Expedition, Sectoral Applications	Oral Presentation
10	Distribution Channel, Marketing Channel, Major Distribution Channel Members	Oral Presentation
11	Management of Conflicts in Distribution Channels, Critics in the Choice of Distribution Channels in Industrial Markets	Oral Presentation
12	Introduction to Route	Oral Presentation
13	Single Vehicle Routing Applications	Oral Presentation
14	Multi-Vehicle Routing Applications	Oral Presentation
15	General Review	Oral Presentation
16	Final Exam	

### Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Ahmet H. Eroğlu, Distribution Channels Selection and Design in Industrial Operations, Noble Publication Distribution, 2005		
2	Ö.Faruk Görçün, Supply Chain Management, Beta Publication		

### Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

### Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Defines / explains the basic concepts of logistics functions and distribution channels	1,2	1,2
2	Stages of logistics processes of distribution channels	1,2	1,2
3	Explains the importance of distribution channels in logistics processes.	3	1,2
4	They follow distribution channels and processes manage	7	1,2
5	Develops solution proposals by examining the basic problems arising from the implementation of logistics distribution functions.	2,3,6	1,2
6	Recognize the resources (vehicles, equipment, people, facilities, etc.) benefiting from the distribution channels	10	1,2
7	In line with the objectives and responsibilities of the logistics operator, it carries out the operation of the distribution channels and effective efficient management.	2,5,8	1,2
8	It develops a solution proposal for the problems encountered during the execution of the distribution function	2,5,8	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

### Work Load Details

#	Type of Work	Quantity	Time	Work
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			(Hour)	Load
1	Course Duration	14	2	28
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	1	14
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	7	7
8	Midterm Exam	1	1	1
9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	9	9
16	Final Exam	1	1	1
				<b>60</b>