



**YAŞAR UNIVERSITY**  
**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**  
**DEPARTMENT OF INTERNATIONAL LOGISTICS MANAGEMENT**  
**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
			Theory	Practice		
Distribution Channels	LOGI 362	1	3	0	-	5
<b>Course Type</b>						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						

<b>Language of Instruction</b>	English
<b>Level of Course</b>	Undergraduate Degree (Second Cycle)
<b>Prerequisites Course(s) (compulsory)</b>	N/A
<b>Special Pre-Conditions of the Course (recommended)</b>	N/A

<b>Course Coordinator</b>	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
<b>Course Instructor(s)</b>	Prof. Dr. Ömer Baybars Tek	Mail: omer.tek@yasar.edu.tr
<b>Course Assistant(s)/Tutor (s)</b>		
<b>Aim(s) of the Course</b>	This course aims to define the distribution channel problems, understand the marketing strategies that could be used to remedy these problems, and to gain knowledge about ideal distribution channel design and management.	
<b>Learning Outcomes of the Course</b>	<p>The students who succeeded in this course;</p> <ul style="list-style-type: none"><li>• will be able to understand the nature and importance of channels.</li><li>• will be able to define the relationship between marketing and distribution channels.</li><li>• will be able to explain the relationship between logistics and distribution channels.</li><li>• will be able to explain the relations between channel members.</li><li>• will be able to determine the requirements for ideal distribution channel design that depend on different variables.</li><li>• will be able to associate the variables that define the relationships of distribution channel members and the management of these relationships.</li><li>• will be able to understand the decisions in designing a channel</li></ul>	

	<ul style="list-style-type: none"> <li>will be able to explain the major channels for goods and services</li> </ul>
<b>Course Content</b>	Relations management in industrial markets; coordination, cooperation, conflict and power relations among distribution channel members are also some of the subjects that are covered in this course. Application examples, case studies and academic articles are made use of during the course.

<b>COURSE OUTLINE/SCHEDULE (Weekly)</b>			
<b>Week</b>	<b>Topics</b>	<b>Preliminary Preparation</b>	<b>Methodology and Implementation (theory,practice, assignment etc)</b>
1	Understanding Channel Strategies	Palmatier, et.al.,2014	Lecture and Discussion
2	End-User Analysis: segmenting and targeting	Palmatier, et.al.,2014	Lecture and Discussion
3	Channel analysis: Auditing Marketing Channels	Palmatier, et.al.,2014	Lecture and Discussion
4	Make-or-buy channel analysis	Palmatier, et.al.,2014	Lecture and Discussion
5	Designing channel structure and strategies	Palmatier, et.al.,2014	Lecture and Discussion
6	Retailing structures and strategies	Palmatier, et.al.,2014	Lecture and Discussion
7	Wholesaling structures and strategies	Palmatier, et.al.,2014	Lecture and Discussion
8	Franchising structures and strategies	Palmatier, et.al.,2014	Lecture and Discussion
9	Mid-Term Exam		
10	Emerging channel structures and strategies	Palmatier, et.al.,2014	Lecture and Discussion
11	Managing channel power	Palmatier, et.al.,2014	Lecture and Discussion
12	Managing channel conflict	Palmatier, et.al.,2014	Lecture and Discussion
13	Managing channel relationships	Palmatier, et.al.,2014	Lecture and Discussion
14	Managing channel policies and legalities	Palmatier, et.al.,2014	Lecture and Discussion
15	Final Exam		

<b>Required Course Material (s) /Reading(s)/Text Book (s)</b>	Robert W.Palmatier, Lous W. Stern, Adel I. El-Ansary. "Marketing Channel Strategy", 8th edition, Pearson
<b>Recommended Course Material (s)/Reading(s)/Other</b>	Articles and other relevant materials provided by the lecturer

<b>ASSESSMENT</b>		
<b>Semester Activities/ Studies</b>	<b>NUMBER</b>	<b>WEIGHT in %</b>
Mid- Term	1	40
Attendance	14	10
Quiz	-	-
Assignment (s)	-	-
Project	-	-
Laboratory	-	-
Field Studies (Technical Visits)	-	-
Presentation/ Seminar	1	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.)		
<b>TOTAL</b>		<b>60</b>
<b>Contribution of Semester Activities/Studies to the Final Grade</b>		<b>60</b>
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>		<b>40</b>
<b>TOTAL</b>		<b>100</b>

<b>CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES</b>						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To ascertain how to become a manager in national and international logistics companies.					x
2	To identify various activities of logistics: purchasing, stock management, warehouse and transportation management, sale and distribution, transporting, handling, traffic management, packaging, customer relationship management and reverse flow in supply chain management			x		
3	To explain modes of international transportation including road, sea, air, pipeline and multi-modal transportation systems	x				
4	To distinguish and explain the concepts in supply chain management and logistics				x	
5	To develop efficient logistics and supply chain strategies by using appropriate theory, tools and methods, to design logistics systems and make decisions that will support the mission and goals of business.					x
6	To analyze companies from a managerial point of view					x
7	To evaluate logistics and supply chain management practices critically, identify and analyze problems in logistics processes.					x
8	To create innovative solutions for logistics problems to achieve a higher performance in logistics activities and developing recommendations for performance improvements					x
9	To recognize the main actors, challenges and dynamics of the international logistics					x
10		x				

	To identify and distinguish the legal framework of international logistics operations, and assess conformity of logistics operations to the national and international rules and regulations					
11	To recognize the importance and the need of adaptation to the rapidly evolving global business environment.				x	
12	To demonstrate effective written and verbal communication skills with people having different organizational cultures and from inside or outside of the organization	x				
13	To illustrate leadership skills in teamwork and contributing to the team while recognizing the contribution of teamwork to success	x				
14	To examine and adopt to the sophisticated and rapidly changing IT and computer technologies	x				
15	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the social, scientific, cultural and ethical values.	x				
16	To appraise the appropriateness of data collection, interpretation, application, and announcement of the results with the occupational safety rules and environmental regulations	x				
17	To recognize the significance of lifelong learning and apply the learning skills that have been developed through this program in other areas of life while attributing ethical values					x

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)	50	Number	0.20	10
Presentation/ Seminars	50	Number	0.20	10
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	2	2
Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	30	30
Other (Placement/Internship etc.)		Number		
<b>Total Workload</b>				122
<b>Total Workload/ 25</b>				4.88
<b>ECTS</b>				<b>5</b>

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
<ul style="list-style-type: none"> <li>• Last minute excuses for any duty will not be accepted.</li> <li>• The percentage of grades of those students who have not completed their assignments will be subtracted from the total grade.</li> <li>• Change of subject of assignments in the last minute will not be accepted.</li> <li>• If you are not able to attend class on a particular day, you are still responsible for all material covered that day--including all announcements, assignments (and their deadlines), and lecture content. There will be no make-up opportunities for quizzes, in-class exercises, or other assignments--even if you did not attend a particular class.</li> <li>• Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt in accordance with related regulations.</li> <li>• Late submissions will not be accepted.</li> <li>• Students are encouraged, and expected, to contribute in all class discussions - with special emphasis on their experiences with these concepts.</li> <li>• At least 70% attendance is required for each student.</li> <li>• Students are responsible for all announcements made in class or posted in Lectures or sent by e-mail.</li> </ul>

<b>ASSESSMENT and EVALUATION METHODS:</b>	
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation	
<b>PREPARED BY</b>	Prof. Dr. Ömer Baybars Tek
<b>UPDATED</b>	29.04.2015
<b>APPROVED</b>	