



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Physical Distribution Channels and Planning							
Course Code		LGT108		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Middle and senior managers will be working in the logistics sector, to inform about the distribution channel management and physical distribution, distribution channel, regardless of the marketing functions, but may be compatible with them to make the composition and design of this course is to inform you about.							
Course Content		In this lesson, Distribution Strategy and Main Distribution Policy, Distribution and Transport Planning and Transport and Distribution Problems Start Solution methods improvement studies obtained from processed.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Ins. Ayşenur ÖREN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	1. Gürdrama, Sıtkı Dağıtım kanalları planlaması, ders notları, 2011.
2	2. Keskin, Hakan, Lojistik el kitabı, Ankara, 2011
3	3. Kula, Ufuk; Torkul, Orhan; Taşkın Harun, Endüstri ve Sistem Mühendisliğine giriş, Değişim yayınları, 2006, İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Concept and Definition of Distribution Channel Distribution Channel
2	Theoretical	Distribution Channel Selection General Principles
3	Theoretical	Distribution Strategy and Main Distribution Policies, Physical Distribution, and Functions
4	Theoretical	Industrial and Consumer goods, Distribution Channels
5	Theoretical	Types of Distribution Channel Distribution Channel Functions
6	Theoretical	Distribution and Transport Planning
7	Theoretical	Consumption and distribution channel design
8	Theoretical	Midterm
9	Theoretical	Distribution and Transport Problems, Solutions Start
10	Theoretical	Distribution Channel Selection Stages
11	Theoretical	Criteria in Selecting Distribution Channel
12	Theoretical	Industrial Markets Distribution Channel Selection Criteria
13	Theoretical	Transport and Distribution Problems Start Solution methods improvement studies obtained
14	Theoretical	Transport and Distribution Problems Start Solution methods improvement studies obtained

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	20	20
Individual Work	1	0	21	21
Midterm Examination	1	1	1	2
Final Examination	1	3	1	4
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Knows the basics of local and global transport
2	Know the concepts of supply and demand for transport
3	Know the concepts of profit and loss for transport
4	Knows the cost elements of transportation
5	Understand the impact of distribution channels on company profitability.

Programme Outcomes (Logistics)

1	Understanding of the basics needed for the mobility of production and consumption of goods.
2	Provide warehouse and inventory management decisions.
3	To decide on the mode of transport and handling equipment to be used.
4	Logistics information systems benefit from the process of the realization of the activities.
5	To dominate the national and international legislation regulating the field of logistics.
6	Administration, management and marketing ideas and conducting.
7	Sensitivity to the requirements of professional ethics move
8	Idea about the conduct of national and international transport policies.
9	Having written and oral communication skills.
10	Current society and understand the world.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	4	4	4	
P2	4	4	4	4	
P3	4	4	4	4	3
P4					3
P6	3	3	3	3	
P8					3
P10					3

