

DISTRIBUTION CHANNELS AND MARKETING LOGISTICS
COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	Part-time	Part-time (shortened program)
Year	4	4	4
Semester	7	7	8
Lectures, hours	28	8	6
Practical classes (seminars), hours	14	4	4
Exam, semester	7	6	8
Contact hours (including guided independent study)	42 (6)	14	12
In-class test, (semester, hours)	-	7/2	8/2
Independent work, hours	90	118	120
Total course duration in hours / credit units	132 / 3,5	132 / 3,5	132 / 3,5

1. Brief content of the academic discipline: Marketing logistics, essence and concept Basic concepts of marketing logistics Enterprise sales system and distribution channels Merchandise management in distribution channels Planning and organization of marketing logistics Control in marketing logistics Enterprise distribution logistics Warehousing logistics Inventory management in marketing logistics Transport logistics Service in marketing logistics Information marketing logistics International logistics Customs support for logistics activities

2. Learning outcomes: the student must know: concepts of marketing logistics; methodology of marketing logistics; methods and tools of marketing logistics; **be able to:** - analyze the system of product distribution channels; - develop a distribution strategy; - determine the most effective forms of product delivery to the consumer; - select intermediaries; own: methods and tools for digital distribution of electronic content.

3. Competences being formed: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be proficient in systemic and comparative analysis (AC-2), have research skills (AC-3), be able to work independently (AC-4), to be able to generate new ideas (be creative) (AK-5), to be proficient in interdisciplinary approach to solving problems (AC-6), to have oral and written communication skills (AK-8); to be able to learn, improve their skills throughout their lives (AK 9), to use the basic laws of natural sciences in their professional activities (AC-10), to navigate the basic provisions of economic theory, apply them taking into account the market economy (AK-13); to organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SLC-1), be capable of social interaction (SLC-2), be able to interpersonal communications (SLC-3), be capable of criticism and self-criticism (SLC-5), be able to work in a team (SLC- 6); to analyze the market situation and forecast demand using mathematical and software tools(PK 1), develop a marketing strategy (definition of the market and its segmentation, selection of target segments, positioning and development of a marketing mix) (PC-2); create and / or optimize the system of product distribution channels, networks of intermediaries and / or branded trade (PC-6).

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: quize. tests. Current certification: exam.