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

Specialty 6-05-0611-04 «Electronic Economics»
Specialization: Electronic Marketing

	STUDY MODE	
	full-time	Part-time
Year	4	4
Semester	7	8
Lectures, hours	16	6
Practical classes, hours	34	8
Exam, semester	7	8
Contact hours	50	14
In-class test		8 (2 hours)
Independent study, hours	58	94
Total course duration in hours / credit units	108 / 3	108 / 3

1. Course outline: students acquire theoretical knowledge and practical skills in research, development and practical implementation of optimal distribution channels and marketing logistics at enterprises

2. Course learning outcomes: Course objectives:
- study of key concepts in the field of distribution channel management and marketing logistics;
- study of modern forms and methods of distribution, transportation, and warehousing of goods (material) resources in distribution channels;
- mastery of basic methods for optimizing distribution channels and logistics when delivering enterprise products to consumers;
- acquisition of practical skills in applying acquired knowledge to solving problems of managing and optimizing distribution channels and marketing logistics at enterprises.

upon completion of the course, students will be expected to

know:
- the basic concepts and principles of marketing logistics;
- the methodology of marketing logistics;
- the methods and tools of marketing logistics;

be able to:
- analyze the product distribution channel system;
- develop a distribution strategy;
- determine the most effective forms of product delivery to consumers;
- select intermediaries;

to possess a skill:
– methods and tools for digital distribution of electronic content.

3. Competencies
design delivery channels for goods and services to target customers

4. Requirements and forms of midcourse evaluation and summative assessment
A modular rating system for assessing student knowledge is used in this course. Classes are taught in the following formats:
- traditional