

Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Physical Distribution, New Course Proposal

Sponsor(s) James T. Strong Dept.: Marketing Ext. 646#

Check one: Course Specialization Concentration Minor Achievement Certificate
 Certification Program Major Program Minor Change (please name: deletion or credit/title/catalog change)

Undergraduate

Graduate

3 Credit Hours

Step 1 (Department)

Approved 6 Apr 88
Date

Not Approved

Dept. CC Chairperson

Reviewed 6 Apr 88
Date

Dept. Chairperson

Step 2 (Receipt)

SCC# 87-88-74

Proposal Received 4/8/88
Date

SCC Chairperson

Step 3 (School CC)

Reviewed 11/4/88

Approved

Not Approved

Comments:

School Curr. Comy Chairperson

Step 4 (Academic Dean)

Comments:

Recommend

Not Recommend

Conditionally Recommend (see comments)

Reviewed 11/9/88
Date

Signature, Dean of School

Step 5 (SCC)

Open Hearing 12/14/88
Date

Approved by Senate Curriculum Committee 1/25/89
Date

Returned to sponsor(s) for the following reasons:

Eval. + grading

add prerequisite Principles of Management

Step 6 (Senate)

Presented to Senate 1/27/89
Date

Approved

Not Approved

Notification to Vice-President for Academic Affairs 2/1/89
Date

Signature, SCC Chairperson

Step 6 (Senate)

Received 2/15/89
Date

Approved YES No

If no, reasons are as follows:

*DELETE - PHYSICAL DISTRIBUTION & CHANCELLOR
MGT. 0509.385*

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

Official copy and approval sheet filed _____
Date

Adrian Tinsley

Signature, Vice-President for Academic Affairs

Registrar

Rec. HEGIS # _____ 315 BPC

Approved course description received _____
Date

Hegis Taxonomy and Course Number assigned _____

Signature, Registrar

Date

Notification forwarded:

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

GLASSBORO STATE COLLEGE
SCHOOL OF BUSINESS ADMINISTRATION

NEW COURSE PROPOSAL

Course Proposal Format

Details

Course title: Physical Distribution 3 S.H.

Sponsor: James T. Strong, Assistant Professor of Marketing, School
of Business Administration

Course level: Juniors and Seniors

Curricular effect: This course will be taken as a marketing
elective, business elective or free elective
and added to the list of business electives.

Prerequisites: Principles of Marketing and Principles of
Management

Suggested time and scale of implementation:

This new course should be offered in the Fall of 1988.

Adequacy of present staff: There are several Marketing faculty
qualified to teach this course.

Rationale

Presently we are teaching a course entitled Physical Distribution
and Channel Management. These subject areas are too broad to
adequately cover in one course. What has happened is that
depending on the instructor the course has emphasized either
Physical Distribution or Channel Management but not both.
Unfortunately, students are not aware of the focus of the course
until they examine the syllabus. We are suggesting splitting these
courses into two separate courses to enhance learning and improve
student course selection.

Essence of the Course

Objective of the course in relation to student outcomes:

This course examines the role of physical distribution within
distribution management and the marketing mix. The purpose of
the course is to examine how an optimal physical distribution
system can be established given customer service and other
marketing objectives. The course discusses the logistics of
physical distribution such as traffic management, inventory
analysis and

control, warehousing and site selection for production and storage facilities.

Students must be able to:

- 1) Understand the trade-offs between optimal physical distribution and customer service objectives.
- 2) Understand the transportation system and the impact deregulation has had.
- 3) Comprehend the principles of effective traffic management.
- 4) Demonstrate a knowledge of warehouse and plant location theory.
- 5) Grasp the principles of designing and managing a physical distribution system.

Course and Student Evaluations:

- 1) The course will be evaluated by the AAUP course evaluation questionnaire.
- 2) Students will be evaluated by 3 objective examinations and a term project in which they develop a physical distribution system for an organization.

Topical outline and content:

- 1) Physical distribution and logistics: conceptual foundations.
- 2) Customer service
- 3) Transportation systems
- 4) Transportation environment
- 5) Traffic management
- 6) Inventory management
- 7) Warehouse and plant location
- 8) Packaging and materials handling
- 9) Managing and designing physical distribution and logistics systems

Result of Consultation:

Consultation with other marketing faculty and business leaders indicates a need for this course. This course is appearing in many marketing curriculums because of the important role physical distribution plays in marketing and corporate strategy. It is one of the elements that marketers can manage to improve performance and deserves the specific attention of a separate course.

Catalog Description:

This course focuses on the logistics of physical distribution. Topics include: traffic routing, inventory analysis and control, warehousing, and location of production and storage facilities.

Prerequisites: Principles of Marketing 0509300 and Principles of Management. 0506303