

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
PHYSICAL DISTRIBUTION CHANNELS and PLANING	ULY3257390	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Seçil ŞENEL UZUNKAYA				
Name of Lecturer(s)	Lect.Dr. Seda SARIHAN MUNGAN				
Assistant(s)					
Aim	Students build an effective distribution management system, raw materials, semi-finished and finished products (products) are available in appropriate quantities and times, convenient locations, forms the lowest cost and fastest ways to set up the logistics required for the delivery to the recipient system to gain necessary knowledge and skills.				
Course Content	This course contains; 1. Functions of Business, Relationship Between Business Functions and Logistics,2. The Business functions of Marketing,The Elements of the Marketing Mix, The concept of Distribution,3. Distribution and Logistics Association, Distribution management,The process of modern distribution management Activities,Precision Distribution Management,4. Distribution Management Objectives,Relationship between distribution management and logistics,5. Distribution Channel,Types of Distribution Channel,Direct Distribution, Components for the realization of direct distribution,6. Advantages of Direct Distribution,Indirect Distribution,The Differences Between Direct Distribution and Indirect Distribution,7. Distribution Strategy, Distribution Strategy Determination Process,8. Distribution Channel Intermediaries, Wholesaler distribution channel intermediaries, Retailer Distribution channel intermediaries,9. Sales Representatives at distribution channel intermediaries,10. The broker distribution channel intermediaries,11. Differences Between Distribution Channel Agents,12. Distribution Channel Layers,13. Degrees of Density Distribution,Intensive Distribution, Selective Distribution, Special Distribution,14. The criteria to be kept in mind.at Distribution Channel Selection.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to List Business Function			16, 9	A, F	
1.1. Defines the business functions.			16, 9	A, F	
1.2. Explains the relationship between logistics and business functions.			16, 9	A, F	
2 Will be able to explain the relationship between marketing and distribution.			16, 9	A, F	
2.1. Defines the concept of marketing.			16, 9	A, F	
2.2. Lists the elements of the marketing mix and distribution.			16, 9	A, F	
2.3. Evaluates the relationship between marketing and distribution.			16, 9	A, F	
3. Will be able to explain the concepts of Distribution Management.			16, 9	A, F	
3.1. Defines the concept of Distribution Management.			16, 9	A, F	
3.2. Lists Modern Distribution management process activities.			16, 9	A, F	
3.3. Describes the precision distribution method.			16, 9	A, F	
4. Will be able to Refer to the goals of the distribution administration.			16, 9	A, F	
4.1. Lists the Objectives of distribution Management.			16, 9	A, F	
4.2. Explains the relationship between Distribution Management and Logistics.			16, 9	A, F	
5. Will be able to explain the concept of Distribution Channel and Varieties of Distribution Channel.			16, 9	A, F	
5.1. Describes the concept of Distribution Channel.			16, 9	A, F	
5.2. Lists the range of Distribution Channel.			16, 9	A, F	
5.3. Explains the concept of direct distribution.			16, 9	A, F	
5.4. Identifys the elements that are necessary for the realization of direct distribution.			16, 9	A, F	
5.5. Lists the advantages of direct distribution.			16, 9	A, F	
5.6. Explains the concept of indirect distribution.			16, 9	A, F	
5.7. Lists differences between direct and indirect distribution.			16, 9	A, F	
6 Will be able to Determine Distribution Strategy.			16, 9	A, F	
6.1. Explains the process of determining the distribution strategy.			16, 9	A, F	
6.2. Lists distribution strategies.			16, 9	A, F	
7. Will be able to List Distribution Channel Agents and Layers of Distribution Channel.			16, 9	A, F	
7.1. Lists Distribution Channel agents.			16, 9	A, F	
7.2. Explains the concept of Wholesaler at distribution channel agents.			16, 9	A, F	
7.3. Explains the concept of retailer at distribution channel agents.			16, 9	A, F	
7.4. Explain the concept of Sales Representatives at distribution channel agents.			16, 9	A, F	
7.5. Explains the concept of the broker at distribution channel agents.			16, 9	A, F	
7.6. Determines differences between the Distribution Channel agents.			16, 9	A, F	
7.7. Defines Distribution Channel layers.			16, 9	A, F	
8. Will be able to explain degrees of intensity at distribution.			16, 9	A, F	
8.1. Refers Degrees of Density at the distribution.			16, 9	A, F	
8.2. Explains the concept of intensive distribution.			16, 9	A, F	
8.3. Explains the concept of selective distribution.			16, 9	A, F	
8.4. Explains the concept of private distribution.			16, 9	A, F	
8.5. Explains the criteria to be kept in mind.at Distribution Channel Selection.			16, 9	A, F	
Teaching Methods	16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task				

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
1	1. Functions of Business, Relationship Between Business Functions and Logistics	
2	2. The Business functions of Marketing, The Elements of the Marketing Mix, The concept of Distribution	
3	3. Distribution and Logistics Association, Distribution management, The process of modern distribution management Activities, Precision Distribution Management	
4	4. Distribution Management Objectives, Relationship between distribution management and logistics	
5	5. Distribution Channel, Types of Distribution Channel, Direct Distribution, Components for the realization of direct distribution	
6	6. Advantages of Direct Distribution, Indirect Distribution, The Differences Between Direct Distribution and Indirect Distribution	
7	7. Distribution Strategy, Distribution Strategy Determination Process	
8	8. Distribution Channel Intermediaries, Wholesaler distribution channel intermediaries, Retailer Distribution channel intermediaries	
9	9. Sales Representatives at distribution channel intermediaries	
10	10. The broker distribution channel intermediaries	
11	11. Differences Between Distribution Channel Agents	
12	12. Distribution Channel Layers	
13	13. Degrees of Density Distribution, Intensive Distribution, Selective Distribution, Special Distribution	
14	14. The criteria to be kept in mind at Distribution Channel Selection	
Evaluation Methods		Weight(%)
Midterm Exam		40
(General Exam)		25
General Exam		60

Resources
Dağıtım Kanalı Dizaynına Tüketici Davranışlarının Etkisi, Yazar: Ahmet Hüsrev Eroğlu Yayınevi: Ekin Basım Yayın, 2021
Ömer Z. Aşıcı- Ömer Baybars Tek, Fiziksel Dağıtım Yönetimi. 2021