

	Subject title: MARKETING LOGISTICS			
Subject code:	Subject Status:	Semester:	Credit value:	Teaching load:
	Compulsory	V	6	3L+2T

Study programme: Academic Undergraduate Studies: Marketing
Responsible Staff: Assistant Professor Darko Lacmanović, PhD; Teaching Assistant: Milica Raičević, MSc
Pre-requisite: Nil
Mode of study Lectures, tutorials, case-studies, seminar papers, creative workshops
Assessment: Attendance, active participation – 5 points Seminar paper – 5 points Mid-term test I – 20 points Mid-term test II – 20 points Final exam – 50 points
Objectives: Analysis, introduction to and understanding of the essentials of marketing logistics.

SYLLABUS:

- Theoretical and business profiling of logistics. Importance and profiling of logistics activities in a company
- Logistics costs. Key activities of logistics management
- Factors which have contributed to an increasing interest in logistics. Traditional segmented approach to logistics process management; Integral approach to marketing logistics management
- Distribution channels. Marketing channels. Physical distribution channels. Costs and the cost price of transport
- Price policy and price determination in transport
- Strategic transport decisions
- Stock management
- Storage management
- Concept, functions and tasks of customer service
- Customer service management.
- Global logistics. Development of global logistics. Complexity of global logistics

READING LIST AND REFERENCES:

- Murphy, R.P., Wood, D., *Contemporary Logistics: Global Edition*, 11/E, Pearson Education, New Jersey, 2014.

- Coyle, J.J., Langley, C.J.Jr, Novack, A.R., Gibson, J.B., *Managing Supply Chains, A Logistics Approach*, International Edition, 9 ed., Cengage Learning, Hampshire, 2013.