



SCM386- Supply Chain Management & Marketing Channels
Spring 2025
January 13, 2025 – May 2, 2025

Professor Information

Adjunct Professor: Kassie Sheets

Office Hours: By Appointment- Zoom- 6:30- 8:30 PM CST Tuesday- Thursday

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Course Information

Materials – Textbook- Marketing and the Customer Value Chain: Integrating Marketing and Supply Chain Management, By Thomas Fotiadis, Dimitris Folinas, Konstantinos Vasileiou, Aggeliki Konstantoglou, **ISBN 9781138394490**, 350 Pages 65 B/W Illustrations Published March 1, 2022 by Routledge

You can rent/buy the eBook on the Routledge website: https://www.routledge.com/Marketing-and-the-Customer-Value-Chain-Integrating-Marketing-and-Supply-Chain-Management/Fotiadis-Folinas-Vasileiou-Konstantoglou/p/book/9781138394490?srsId=AfmBOoo9n-JD5OrBhSN_81A4s1m8GGpJ_TbaaXeCttPQf3opWV95Mz8E

Software Required: MSExcel, MSPower Point, MSWord

Optional Texts and/or Materials: none

Course Description

SCM 386 - Supply Chain Management & Marketing Channels Course Description

Marketing and supply chain management share a vital, symbiotic relationship that is crucial for any enterprise's success and viability. This course takes a systemic approach to integrating marketing and supply chain management by examining the strategic connections and disconnections between operations management and marketing. It emphasizes the extended marketing mix, including product, price, promotion, people, and processes.

Key aspects of supply chain management will be explored in depth, including material handling, warehousing, transportation, packaging, and system design. The course also delves into the marketing of intangible products and services, with a special focus on B2B markets. A strong emphasis is placed on optimizing and maximizing the value chain through a market-oriented, systems-based approach.

Through case studies, practical applications, and chapter-specific objectives, students will learn to bridge the gap between front-end marketing and back-end supply chain operations. By the end of the course, students will gain a comprehensive understanding of how these

functions work together to drive organizational success. This course is ideal for advanced undergraduate students looking to connect theoretical knowledge with real-world business practices.

Instructional Methods

This course is delivered in an online format. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the D2L course management website. However, optional live Zoom lessons will be held periodically to allow students to log in and be involved in a live discussion. These sessions will be recorded and available to all students.

Course Objectives and Measurements

1. **Written Communication:** Students will demonstrate proficiency in crafting clear and structured business documents that effectively integrate supply chain management and marketing strategies.
2. **Ethical Business Issues:** Students will identify and critically evaluate ethical dilemmas related to supply chain operations and marketing practices, particularly in global and sustainability contexts.
3. **Global Business Challenges:** Students will analyze and assess the interconnected challenges of marketing and supply chain management in a dynamic global business environment.
4. **Analytical Problem Solving:** Students will apply analytical problem-solving skills to bridge the gap between supply chain execution and marketing objectives, optimizing organizational efficiency and customer satisfaction.

Student Learning Outcomes (SLOs)	Objectives - After successfully completing this course, students will be able to:	Measurements (Outcome Assessments) Objectives will be measured as follows:
1, 2, 3, 4	Integrate Marketing and Supply Chain Strategies: Evaluate and implement strategies that align marketing initiatives with supply chain operations to optimize organizational efficiency and enhance customer satisfaction.	Evaluation of: Discussion Questions Mid-Term Exam Final Exam
1, 2, 3, 4	Analyze the Extended Marketing Mix: Critically assess the components of the extended marketing mix— product, price, promotion, people, and processes—and their impact on supply chain management and marketing collaboration.	Evaluation of: Discussion Questions Mid-Term Exam Final Exam
1, 2, 3, 4	Optimize Value Chain Operations: Apply a systems-based approach to analyze, optimize, and maximize the value chain while addressing challenges in material handling, warehousing, transportation, and packaging.	Evaluation of: Discussion Questions Mid-Term Exam Final Exam

1, 2, 3, 4	Develop Sustainable and Market-Oriented Solutions: Create sustainable, customer-centric solutions for B2B and B2C markets by integrating front-end marketing functions with back-end supply chain processes.	Evaluation of: Discussion Questions Mid-Term Exam Final Exam
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COURSE SCHEDULE:

A course schedule is included at the end of this syllabus

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

ACADEMIC INTEGRITY:

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromises the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

References:

13.99.99. R0.03 Undergraduate Academic Dishonesty 13.99.99.R0.10 Graduate Student Academic Dishonesty

An academic honesty policy has been posted under the Assignments Tab in D2L. You should read this document, sign it and submit by the due date in the syllabus.

SPECIAL NEEDS/REASONABLE ACCOMMODATIONS:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Student Disability Resources & Services East Texas A&M University Library Room 162 Phone (903) 886-5150

or (903) 886-5835 Fax (903) 468-8148

StudentdisabilityServices@TAMUC.edu

CAMPUS CONCEALED CARRY STATEMENT:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and East Texas A&M University Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to: (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903- 886-5868 or 9- 1-1.

TENETS OF COMMON BEHAVIOR STATEMENT:

All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook).

UNIVERSITY NONDISCRIMINATION STATEMENT:

East Texas A&M will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below:

Professional Behavior: It is important that you always maintain a professional demeanor, including during “electronic communication”. East Texas A&M expects this from you, as do current and future employers. Since so much communication in the workplace is “electronic” nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. Take special care when posting and responding to discussion board questions:

- **Regular and Timely Attendance and Participation:** You are expected to log onto MyLeoOnline regularly. It is the responsibility of each student to keep up with the scheduled readings, discussions, and assignments/exams.
- **Changes to Schedule:** While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced via the university D2L system and e-mail. It is your responsibility to become aware of any such changes.
- **E-mail:** Routinely check your **East Texas A&M University** email account. This is my primary mechanism for communicating outside of the class and D2L. Additionally, I check my e- mail several times a day, so this is the best way to reach me. I strive to respond to any email within 24 hours (even if it just to acknowledge receipt of the email while I continue to work on the request).

ASSIGNMENTS:

Format & Naming Convention: Put your “LastnameFirstname” in the file name of all submitted documents. Example: “SheetsKassie_Assignment_1.docx”. All assignments should be submitted in D2L in MS Word, Excel, or PowerPoint or PDF format. Any assignment submitted in other formats will be returned. Assignments should be submitted in English.

Due Dates & Times: Assignments are due at and on the **date** and **time** listed in D2L. You will have until **11:59 PM CST on the due date** to submit assignments.

Assignments must be complete. You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don’t turn in work that is incomplete. While the syllabus designates specific dates for which work is assigned, you do not have to wait until the “assigned” date to start working on it (or to turn it in). In other words, you can work at your own pace as long as you meet the due dates. I suggest you set a calendar of when to work on assignments based upon your schedule, how long it takes you to complete assignments, and the assignment due dates. Start working on each assignment as soon as you possibly can and make sure that you have all assignments submitted by the specified due dates. You **MUST** turn in all written assignments **ON TIME**. You will have until **11:59 PM Central Time** to submit the work.

Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. Students should have at least some skills with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade.

Late Policy: I will not accept late assignments. If you do not meet the deadline, you will receive a “0” for that assignment.

Make-up Exams or Late Assignments are only accepted if you obtain university approved documentation for your excuse before the due date. There are no make-up assignments for poor performance.

Grading & Assignments Chart

Assignments	Value
Discussion Questions	
▪ Discussion Question 1	10
▪ Discussion Question 2	10
▪ Discussion Question 3	10
▪ Discussion Question 4	10
▪ Discussion Question 5	10
▪ Mid- Term Exam	20
▪ Final Exam	30
Total	100

Mid-Term and Final Exam

The mid-term and final exams will be a cumulative review of your knowledge regarding supply chain management and marketing.

MGT 340 COURSE ASSIGNMENTS / OUTLINE / CALENDAR

Week of (Monday's)	Topic/Readings	Date Due (Monday @ 11:59 CST)
1/13	Class Introduction Academic Honesty Statement	Academic Honesty Statement- Due 11/20 @ 11:59 PM CST
1/20	Chapter 1. Marketing mix elements: (P)roduct: Delimitation and integrative a approach with SCM	
1/27	Chapter 2. Elements of the marketing mix (price): Conceptual and integrated approach to Supply Chain Management	Discussion Question 1- Due 2/3 @ 11:59 PM CST
2/3	Chapter 3. Marketing mix elements: (P)romotion: Delimitation and integrative approach with SCM	Discussion Question 2- Due 2/10 @ 11:59 PM CST
2/10	Chapter 4. Marketing mix elements: (P)eople: Delimitation and integrative approach with SCM	
2/17	Chapter 5. Extended marketing mix elements: (P)hysical Evidence: Delimitation and integrative approach with SCM	Discussion Question 3- Due 2/24 @ 11:59 PM CST
2/24	Mid Term Exam Review	
3/3	Mid Term Exam- Opens Saturday, March 1, 2025 at 8 AM CST	Mid Term Exam Closes on Monday, March 10, 2025 at 11:59 PM CST
3/10	Spring Break- March 10-14, 2025	
3/17	Chapter 6. Extended marketing mix elements: (P)rocesses: Delimitation and integrative approach with SCM	Discussion Question 4- Due 3/24 @ 11:59 PM CST
3/24	Chapter 7. Transportation Management	
3/31	Chapter 8. Crisis Management and SCM	
4/7	Chapter 9. Delimitation of Industrial Markets: Features, significance and synergies	
4/14	Chapter 10. Emerging trends	Discussion Question 5- Due 4/21 @ 11:59 PM CST
4/21	Final Exam Review	
4/28	Final Exam opens Thursday, April 24, 2025 at 8 AM CST	Final Exam Closes on May 2, 2025 at 11:59 PM CST

