



**SCM386- Supply Chain Management & Marketing Channels**  
**Spring 2025**  
**January 12, 2026 – May 8, 2026**

**Professor Information**

Adjunct Professor: **Varshenne Reddi**

Office Hours: **Face – to – Face Commerce Office 226 Assistant Dean’s Office Suite - Wednesday 3.00 to 5.00**  
**Online Zoom Office hours - Thursday 4.00 to 5.00**  
**Online Zoom Office hours - Friday 3.00 to 5.00**

Office Phone: **Stacy Roberts- Department Admin- 903-886-5703**

University Email Address: [varshenne.reddi@tamuc.edu](mailto:varshenne.reddi@tamuc.edu)

**COURSE INFORMATION**

I will mainly provide my **lecture slides** according to the topic we discuss and will release them every week. You can consider that as your **main material of study**. Now, in case you want to refer to a book, I suggest referring to the link below to access and purchase the eBook copy.

**Materials – Textbook- Marketing and the Customer Value Chain: Integrating Marketing and Supply Chain Management**, By Thomas Fotiadis, Dimitris Folinias, 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-Folinias-Vasileiou-Konstantoglou/p/book/9781138394490?srsItd=AfmBOoo9n-JD5OrBhSN\\_81A4s1m8GGpJ\\_TbaaXeCttPQf3opWV95Mz8E](https://www.routledge.com/Marketing-and-the-Customer-Value-Chain-Integrating-Marketing-and-Supply-Chain-Management/Fotiadis-Folinias-Vasileiou-Konstantoglou/p/book/9781138394490?srsItd=AfmBOoo9n-JD5OrBhSN_81A4s1m8GGpJ_TbaaXeCttPQf3opWV95Mz8E)

# COURSE DESCRIPTION

## **SCM 386 - Supply Chain Management & Marketing Channels Course Description**

Marketing and supply chain management are deeply interconnected functions that together drive organizational performance and long-term success. This course adopts a system-based perspective to examine how marketing strategies and supply chain operations align and at times misalign across an organization. Emphasis is placed on understanding the extended marketing mix, including product, price, promotion, people, and processes, and how these elements interact with supply chain decisions.

Students will explore core components of supply chain management such as material handling, warehousing, transportation, packaging, and system design. The course also addresses the marketing of services and intangible products, with particular attention to business-to-business (B2B) markets. Throughout the course, students will analyze how value can be created and enhanced across the entire value chain using a market-oriented, integrated approach.

Through real-world examples, applied case discussions, and chapter-based learning objectives, students will develop the ability to connect front-end marketing initiatives with back-end supply chain execution. By the end of the course, students will have a comprehensive understanding of how coordinated marketing and supply chain strategies contribute to organizational effectiveness and competitive advantage. This course is designed for advanced undergraduate students seeking to bridge theory with practical business applications.

## INSTRUCTIONAL METHODS

This course is delivered fully online through the **D2L learning management system**. All course materials including lecture slides, readings, assignments, and assessments will be posted on D2L.

The course is structured to allow students to progress independently while engaging deeply with the content. **Weekly lecture materials** and guidance will be provided to support learning objectives. Students are expected to review the posted materials, complete assignments by the stated deadlines, and reach out during designated office hours if clarification or support is needed. Students can also reach out via my email, and you will hear back from me within 24 to 48 hours.

## 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.

<b>Student Learning Outcomes (SLOs)</b>	<b>Objectives - After successfully completing this course, students will be able to:</b>	<b>Measurements (Outcome Assessments)</b> Objectives will be measured as follows:
1, 2, 3, 4	<b>Integrate Marketing and Supply Chain Strategies:</b> 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	<b>Analyze the Extended Marketing Mix:</b> 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	<b>Optimize Value Chain Operations:</b> 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	<b>Develop Sustainable and Market-Oriented Solutions:</b> 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

## COURSE SCHEDULE:

A detailed course schedule outlining weekly topics, readings, discussion boards, assignments, and exam dates will be posted on D2L during the first week of the semester. Students are responsible for reviewing the schedule once it is released and for keeping up with any updates communicated through D2L.

## SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I have planned and outlined [ will release in the first week of the semester] but I may adjust based on what 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 which compromises the integrity of the academic process and community and are subject to disciplinary action. For this class, **plagiarism or submitting others' work by making minor changes** 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 will be posted under the Assignments Tab in D2L. You should read the document, sign it, and submit it by the due date which will be mentioned on D2L.*

## ASSIGNMENTS:

**Format & Naming Convention:** Put your “LastnameFirstname” in the file name of all submitted documents. Example:

“ReddiVarshenne\_Assignment\_1.docx.” All assignments should be submitted in D2L in MS Word, Excel, or PowerPoint or PDF format depending on the assignment style. 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 do not 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 if 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 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.

**Discussion Boards** – The same rule applies for discussion boards as well, and I will mainly assess your understanding of the subject via discussion boards as my goal is to make your learning interactive and fun. So along with assignments, you will also be graded on the discussion boards.

**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. Under unusual circumstances I might accept late work on an individual basis that will need to be cleared with me prior to the due date.

**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
<b>Assignment Topics</b>	
▪ Assignment 1	10
▪ Assignment 2	10
▪ Assignment 3	10
▪ Assignment 4	10
▪ Assignment 5	10
▪ Mid- Term Exam	20
▪ Final Exam	30
<b>Total</b>	100
<b>Discussion Boards</b>	100
<b>Average of Assignments/Exams + Discussion Board Responses</b>	Final Grade

### 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.

### 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 reasonable accommodation of their disabilities. If you have a disability requiring 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](mailto: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 people 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/34SafetyOfEmployeesAnd Students/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 based on 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 via 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, you can reach me via email, and I will strive to respond to any email within 24 - 48 hours.

