



## East Texas A&M University

MKT 547: Product and Supply Chain Management

Instructor: Dr. Ruiliang Yan

Office Location: BA 204

Office Hours: Th: 5:00-6:00pm and online Tu&Th 2:00-4:00pm

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: Email: [Ruiliang.Yan@etamu.edu](mailto:Ruiliang.Yan@etamu.edu) (the best way to contact me)

Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students East Texas A&M account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 547.01W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails\*\*\***

### Academic Honesty

Academic honesty is highly valued at the East Texas A & M University. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

### 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 A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

### Scholarly Expectations

All works submitted for credit **must be original works created by the scholar uniquely for the class**. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

You are enrolled in Marketing 547 – Inclusive Access, which incorporates the required eBook and assignments and exams package into the D2L course website. This gives you access to the required materials (i.e., e-textbook and assignments) online on the first day of class, and at a substantial discount over normal prices. Please watch the following video for Connect access for Inclusive Access:

<https://www.mheducation.com/highered/support/connect/first-day-of-class/ia-d2l.html>

### **Textbook(s) Information:**

Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies

Discipline: Operations Management

Authors: David Simchi-Levi

Published: 2022

ISBN: 9781265573249

Edition: 4<sup>th</sup>

### **The rationale of the course:**

A supply chain is defined as a set of three or more companies directly linked by one or more of the upstream and downstream flows of products, services, finances, and information from a source to a consumer. Supply chain management is the systemic, strategic coordination of the traditional business functions within a particular company and across businesses within a supply chain, for the purpose of improving the long-term performance of the individual companies and the supply chain as a whole. The major supply chain processes include planning, sourcing, making or converting, fulfillment, and relationships management. The major dimensions for evaluating the performance of supply chain processes and activities are time, cost, quality and compliance. This course covers the major activities of companies involved in profitably coordinating supply and demand in the marketplace to deliver consumer value.

### **Course Objectives:**

The objectives for this course support the mission statement for the College of Business and expected learning outcomes in the specific area of supply chain management. These objectives are:

CO1. To introduce and study supply chain operations.

CO2. To give students the opportunity to critically describe, analyze, and recommend improvements in logistics and supply chain operations.

CO3. For students to analytically solve problems related to inventory management, facility location, and supply chain optimization.

CO4. To utilize computer resources to research and analyze supply chain operations.

CO5. To understand the global environment and strategic alliances in modern business and their impact on supply chain management.

**\*OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.*

**Grade Distribution:** The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

SB Assignments (340 Points)

Two individual cases (200 points)

Four Individual Exams (400 points)

Total (940 points)

**PLEASE NOTE: All assigned works must be completed on the due date. Any late exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due.** All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX** under the corresponding week. **Late projects will not be acceptable.** Please use Times New Roman, 12 point font, and APA format to write at least **ONE FULL page content with single-spaced (title page and references are not counted)**, and then submit it to DROPBOX. **The article has already been posted in Doc Sharing of D2L.**

**Case 1:** Please read the article first below, and then do a search on google.com to answer the following **1) Why product differentiation is important in the real business world? 2) Provide real business examples to illustrate the value of brand differentiation in the business market.**

Article: Yan, R. (2008). *Product brand differentiation and dual-channel store performances of a multi-channel retailer. European Journal of Marketing*, 44(5), 672-669.

**Case 2:** Please read the article below and then do a search on google.com to address the followings **1) Why mail-in-rebate is important in the real business world? 2) How to offer such a promotion in the market efficiently to stimulate customers to buy from the viewpoint of supply chain management?**

Article: N. Amrouche, Z. Pei, Ruiliang Yan (2022). *Mail-in-rebate and coordination strategies for brand competition*. *International Journal of Production Economics*, 247, 108453

**IMPORTANT:** turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade “A” project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.** **All works must be completed on time. Late works will not be acceptable.**

**Third, EXAMS:** There are 4 exams that cover approximately 4 chapters each. Each exam has approximately 50 multiple-choice questions (MC) that will be used to test your knowledge of relevant materials associated with the course. Each exam is weighted equally. **The exam time limit is 3 hours.** You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see the specific exam schedule in the course schedule below.**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

## COURSE SCHEDULE

### Week 1

- Please read chapters 1-4

### Week 2

- Please read chapters 1-4

### Week 3

- Please read chapter 5

### Week 4

- **Exam I (CH 1-5); Deadline is Sunday of week 4**

### Week 5

- Please read chapters 6-9

### Week 6

- Please read chapters 6-9

### Week 7

- Please complete Case 1; **Deadline is Sunday of week 7**

### Week 8

- **Exam II (CH 6-9); Deadline is Sunday of week 8**

### Week 9

- Please read chapters 10-13

### Week 10

- Please read chapters 10-13

**Week 11**

- Please read chapters 10-13

**Week 12**

- Please read chapters 14-17
- **Exam III (CH 10-13); Deadline is Sunday of week 11**

**Week 13**

- Please read chapters 14-17

**Week 14**

- Please read chapters 14-17

**Week 15**

- **Exam IV (CH 14-17); Deadline is Sunday of week 14**

**Week 16**

- Case 2 is due on May 4

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a ETAMU campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

## Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## Interaction with Instructor Statement

**The instructor's communication response time and feedback on assessments are stated clearly.**

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

**Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit**

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## University Specific Procedures

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### TAMUC 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>

### Academic Integrity

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

### [Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **Students with Disabilities-- ADA Statement**

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:

### **Office of Student Disability Resources and Services**

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

## **Nondiscrimination Notice**

East Texas A&M University 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.