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Информация о владельце:  
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Должность: Ректор  
Дата подписания: 22.05.2023 10:44:45  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

(name of the main educational unit (OUP)-developer of the EP HE)

## **COURSE WORKING PROGRAM**

**Marketing logistics**

(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.03.02 «Management»**

(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**Profile «Marketing»**

(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The purpose of mastering the discipline "Marketing Logistics" is aimed at forming a stable set of knowledge among students in the field of material, financial and information flows management in order to find optimal solutions to the problems of inventory management of the organization, transportation of products, warehouse management, and economic evaluation of the effectiveness of logistics operations both at the macro and micro levels...

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Marketing logistics" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-12	Able to: search for the necessary sources of information and data, perceive, analyze, memorize and transmit information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the received information to solve problems; evaluate information, its reliability, to build logical conclusions on the basis of incoming information and data	UC -12.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems
		UC -12.2 Evaluates information, its reliability, builds logical conclusions based on incoming information and data
GPC-2	Ability to develop and implement marketing programs using the tools of the marketing mix	GPC-2.1 Applies modern approaches to the development of the product concept and the formation of a pricing strategy, including in international markets
		GPC-2.2 Uses modern approaches in the development of the company's sales policy and promotion policy, including in international markets
		GPC-2.3 Forms and uses optimal distribution channels, as well as creates an effective system of commodity distribution
		GPC-2.5 Demonstrates skills in managing the company's budget, including the advertising budget and the budget for promotion

<b>Code</b>	<b>Competence</b>	<b>Competence achievement indicators (within this course)</b>
GPC-3	Ability to manage the marketing activities of the organization	GPC-3.3 Determines the most optimal option when comparing several solutions when developing a company's marketing program

### **3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE**

The discipline "Marketing logistics" refers to the variable component formed by the participants of the educational relations of the block Б1.В.ДВ of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Marketing logistics".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
UC-12	Able to: search for the necessary sources of information and data, perceive, analyze, memorize and transmit information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the received information to solve problems; evaluate information, its reliability, to build logical conclusions on the basis of incoming information and data	Methods of management decision-making Corporate PR Event marketing ATL Communications	Content marketing Marketing Administration
GPC -2	Способность к разработке и реализации маркетинговых программ с использованием инструментов комплекса маркетинга	B2B marketing International marketing Marketing communications Marketing in industries and fields of activity Product Management	Pre-graduate internship

Code	Competence name	Previous courses	Next courses
GPC -3	Ability to develop and implement marketing programs using the tools of the marketing mix	B2B marketing International marketing Marketing communications Strategic Marketing Marketing in industries and fields of activity Product Management	Pre-graduate internship

\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Marketing logistics" is 3 credits.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		3	4	5	6
<i>Contact academic hours</i>	30			30	
Lectures LTR				18	
Lab works LW					
Seminars SS	30			30	
<i>Self-study, academic hours</i>	60			60	
<i>Evaluation and assessment</i>	18			18	
<b>Course workload</b>	<b>108</b>			<b>108</b>	
	<b>3</b>			<b>3</b>	

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

Course part topics	Work type
Topic 1. The concept and essence of logistics The origin of logistics. Military and economic logistics. The modern concept of logistics. Prerequisites and stages of rapid development of logistics in the 20th century. Supply chain management. The difference between the logistics approach to managing material flows from the traditional one. The economic effect of using logistics. The basic principles of the effective use of logistics in commercial practice. Logistics terminology. Functional areas and logistics concepts. An example of optimizing total costs through the introduction of logistics methods. The 7R concept. Logistics outsourcing. The most typical	LTR

<b>Course part topics</b>	<b>Work type</b>
intra-company conflicts of various departments performing logistics functions	
Topic 2. Procurement logistics The essence and objectives of procurement logistics. The importance of procurement logistics for the enterprise. Procurement Service. The principles of solving the problem of "do it yourself or buy". Methods of rational choice of supplier. Strategies for working with suppliers. Evaluation of suppliers based on the results of work to make a decision on the extension of purchases. Methods of countering corruption schemes in the field of procurement.	LTR, SS
Topic 3. Stocks in logistics Purpose and types of inventory. Possible negative causes and risks associated with an increase in inventory levels. Inventory management systems and their characteristics. Costs of order fulfillment and inventory storage costs. Determination of the optimal batch size for the delivery of products. Inventory level control systems. Deficit. Regulatory parameters of inventory management systems. Inventory management system for changing demand. Calculation of the insurance stock. Inventory management and rationing. Example of determining the optimal size of the ordered batch. The essence and examples of ABC and XYZ methods. "Kanban" and "Just in time".	LTR, SS
Topic 4. Warehouses in logistics Definition and types of warehouses. Warehouse functions. Characteristics of the logistics process in the warehouse and warehouse operations. A general algorithm for choosing between SOP and your warehouse. Calculation of some warehouse performance indicators. Principles of developing an effective warehousing system. Packaging and cargo unit. Typical problems in the planning and implementation of the warehouse process. Methods of identifying "bottlenecks" in the warehouse economy.	LTR, SS
Topic 5. Transport logistics The essence and tasks of transport logistics. Disadvantages and advantages of types of vehicles. Choosing the type of vehicle. Transport tariffs. An example of optimizing the cost of cargo delivery. Criteria for choosing a carrier. Incoterms 2020. Planning of customs costs during transportation.	LTR, SS
Topic 6. Distribution logistics The concept of distribution logistics. Tasks of distribution logistics. Logistics channels and their functional parts. Channel level. Methods of optimal placement and types of distribution centers in the serviced area. Building a distribution system. Interaction of distribution logistics with marketing. Types of distribution intermediaries and the choice of their optimal number and combination. Logistics intermediaries. Product features. Return logistics.	LTR, SS
Topic 7. Information logistics The essence of information logistics and its evolution. The main types of information systems. DBMS. Types of automated control systems. The process of "computerization" of corporate logistics and typical problems. Informatics of "Supply Chain Management" - APS systems. Total Cost Owner Problem	LTR, SS

\* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of <u>21</u> pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

\* - the audience for independent work of students must be specified!!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### Basic literature:

1. Idrisov Shamil Agayevich, Agaeva Aigul Shamilevna, Marketing logistics. Textbook, Publishing House: Infra-Engineering, 2022 - 268C ISBN number: 978-5-9729-0920-9
2. Tebekin, A.V. Logistics [Electronic resource] : textbook / A.V. Tebekin. - M. : Dashkov and Co., 2016. - 355 p. - ISBN at 978-5-394-00571-8. – Access mode: <https://biblioclub.ru/index.php?page=book&id=116481> .
3. Gadzhinsky, A.M. Logistics : textbook for bachelors / A.M. Gadzhinsky. - 21st ed. - Moscow: Dashkov and Co., 2016. - 419 p. - (Educational publications for bachelors). – ISBN 978-5-394-02059-9. - 420 p.

### Additional literature:

4. Marr Bernard. Key performance indicators. 75 indicators that every manager should know = Key Performance Indicators. 75 measures that every manager should know / B. Marr ; Translated from

the English by A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow : Laboratory of Knowledge, 2019. - 340 p. : ill. -- ISBN 978-5-001-102-6 : 495.00

### ***Resources of the Internet information and telecommunication network:***

*UNIBC (Scientific Library) provides access to the following EBS:*

- *EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers*
- *University Library ONLINE – Access mode: <http://www.biblioclub.ru/>*
- *Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)*
- *Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>*
- *EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>*
- *EBS Publishing House "Lan", collections*
- *Electronic library system "Znanium.com " - access to the main collection is granted*

### ***Electronic resources for educational activities***

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>  
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

*RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*

*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*

*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*

*East View. Collection "Statistical publications of Russia and CIS countries"*

*Grebennikon Access mode: <http://grebennikon.ru/>*

*LexisNexis Access Mode:<http://academic.lexisnexis.eu>*

*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

### ***Information and reference portals***

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://www.rbc.ru)

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

1. A course of lectures, standard tasks and a control test on the discipline "Marketing logistics" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

## 8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Marketing logistics" are presented in the Appendix to this Work Program of the discipline.

### Developers:

Associate Professor of the Marketing Department



**Chernikov S.U.**

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Signature

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Full name

### Faculty name and head:

**Dean of the Faculty of Economics**



**A.M. Zobov.**

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Signature

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Full name

**Head of department:  
Marketing dept head**



**A.M. Zobov.**

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Signature

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Full name



