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|---|------------------------------------|
| Title<br><b>Distribution systems</b>  | Code<br><b>1011102331011140910</b> |
| Field<br><b>Management</b>  | Year / Semester<br><b>2 / 3</b>    |
| Specialty<br><b>Marketing and Enterprise Resources Management</b>                         | Course<br><b>elective</b>          |
| Hours<br>Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: <b>15</b> | Number of credits<br><b>2</b>      |
|   | Language<br><b>polish</b>          |

**Lecturer:**

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**Status of the course in the study program:**

elective; year 2/ semestr 3

**Assumptions and objectives of the course:**

Expanding knowledge about the choice of distribution channels and methods of physical distribution. Skills development in distribution systems design and distribution management

**Contents of the course (course description):**

System, process and channels of distribution. Channel functions and role of trade and logistics middlemans. Classifications of trade middlemans (in domestic and foreign trade and in case of industrial products and consumables). Wholesalers and retailers. Agent and distributor of industrial products. The choice of distribution channels. Cooperation and conflict in channels of distribution. National and international physical distribution systems. Intermediaries in international logistics - freight forwarders, customs agents, logistics operators. Physical distribution. Ordering products. Inventory control. Transportation and handling products. Programming sales and distribution.

**Introductory courses and the required pre-knowledge:**

Basic marketing course

**Courses form and teaching methods:**

Lectures illustrated with slides. Distribution system design of the selected company

**Form and terms of complete the course - requirements and assessment methods:**

Lectures - credit on the basis of the tests, evaluation of distribution system design of the selected company

**Basic Bibliography:**

**Additional Bibliography:**