

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Marketing Logistics
2. Course unit code: MAR 3024
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated:
8. Name of lecturer(s): Assoc. Prof. Plamen Pavlov, PhD; Assoc. Prof. Liliya Manolova Chankova, PhD
9. Learning outcomes of the course unit:
After completing the course students should be able to: know the nature of logistics and its relationships with the rest of the functional areas of business management, its capabilities for competitive development under the conditions of a highly demanding globalizing market and the experience in this respect of leading international companies; apply advanced concepts and methods to achieve optimal solutions in the management of various functional areas and operations of logistics; analyze the factors that affect the logistics decisions at this stage; pay attention to the particularities of distribution in terms of globalization and the establishment of a network of channels with relevant participators in them; know the advantages and disadvantages of different means of transportation in international logistics. In an ever increasing competition on international markets such knowledge is necessary for the future marketing specialists to ensure the sustainable development of the companies through the economic optimization of their business.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: The students should have knowledge of Marketing Fundamentals of Management and Strategic Management.
12. Course contents: The course provides knowledge about the nature of the system concept in managing material and information flows in the areas of production and distribution, the approaches and methods for making optimal decisions in logistics for the formation of competitive advantages of firms. Structurally, the material is subjected to the task, students to acquire basic knowledge of logistics, by also presenting its international aspects.
13. Recommended or required reading:

Required reading

- Димитров П. (ред.), М.Толев, Ф.Тодоров, Ек.Величкова, Ив. Корбанколева. Логистични системи. Университетско издателство „Стопанство”, София, 2010 г.
- Благоев Б. (ред.), Д. Ангелов, С. Благоева, В. Димитрова, Б. Атанасов, Е. Тонкова, Д. Желязкова, Ю. Василев. Стопанска логистика. Изд.”Наука и икономика”, ИУ – Варна, 2009 г.
- Сергеев В.И. (ред.), Белов Л.Б., Дыбская, Иванов В.В., Зайцев Е.И., Стерлигова А.Н. Корпоративная логистика. ИНФА-М, Москва, 2004 г.

- Митев Н., М. Чиприянов. Маркетинг и логистика. Изд. на СА, Свищов, 2001 г.
 - Гаторна Дж. (ред.). Основи на логистиката и дистрибуцията. Изд. Делфин прес, Бургас, 1996 г.
 - Чанкова Л. Възникване, фактори и предимства на прилагането на логистичния подход във фирменото управление. Сп. Икономически изследвания, ИИИ на БАН, бр.3, 2011 г.
 - Чанкова Л. Логистика и конкурентоспособно развитие на фирмите. Сп. Икономическа мисъл, бр. 1, 2005 г.
- Recommended reading
- Димитров П., К. Величкова, М. Раковска. Развитие на логистичния сектор в България, Университетско издателство „Стопанство“, С., 2008 г.
 - Ballou R. Business Logistics/Supply Chain Management (5th ed.), Prentice Hall, 2004
 - Coyle J., Ed. Bardi, C.J. Langley. The Management of Business Logistics (A Supply Chain Perspective), 7th ed., South-Western, 2003.
 - Бауэрсокс Д., Дж. Клосс. Логистика. Интегрированная цепь поставок. Олимп – Бизнес, М., 2001
 - Донъли Дж., Гибсън Дж., Иванчевич Дж. Основи на мениджмънта., Изд. „Отворено общество“, С., 1998 г.

14. Planned learning activities and teaching methods: academic lectures and seminars.

15. Assessment methods and criteria: Students are notified by the lecturer at the beginning of the course of the methods and criteria for assessment of their knowledge of the subject "Marketing Logistics". Students are notified that as a rule, a written exam is taken, they are given a synopsis at the beginning of the training. Attention is paid to the students about the role of their active participation in the process of education which is taken into account in the formation of their overall grade. Getting at least five “ticks” for active participation in class provides students with a one-unit higher grade on the written examination. Students who have practical experience in logistics are encouraged to write a coursework, present it on the examination and answer a couple of questions asked. The appreciation of the coursework and the high average mark is a reason to offer the student to develop a diploma project on the same topic and defend it before the State Board of Examiners. The rest of the students who have no practical experience but have actively participated in class and declared an interest can write two essays – one on a topic from the first and the other on a topic from the second part of the lectures, whose assessment will be taken into account in forming the overall grade of the written examination.

16. Language of instruction: Bulgarian.

17. Work placement(s): none.