

**Curriculum Map**  
**Department of Marketing and Economics**  
**Supply Chain Logistics Management**

		<b>Student Learning Outcomes</b>		
		<b>Content</b>	<b>Critical Thinking</b>	<b>Communication</b>
<b>Course title</b>	<b>Course number</b>	<i>Describe the role of logistics in marketing and corporate strategy</i>	<i>Analyze and evaluate supply chain logistics data to support decision-making</i>	<i>Write, produce, and present the results of logistics research and analysis</i>
<i>Required</i>				
Marketing Fundamentals	MAR 3023			
Supply Chain Logistics Management	MAR 3202	Direct measure: performance on content exam and performance on in-class qualitative and quantitative assignments.	Direct measure: performance on analyzing business logistics case study assignments and analyzing logistics industry scenarios on essay exam sections.	Direct measure: performance on writing the results of a business logistics case analysis and written answers to discussion exam questions.
<i>Two of the following</i>				
Strategic Transportation Management	TRA 3153	Direct measure: performance on content exam		Write and revise a research paper on transportation: graded by rubric
Logistics System Analytics	MAR 399X	Direct measure: performance on case quizzes and company exams.	Direct measure: performance on the development of a spreadsheet analysis of a logistics issue	Write and present analysis of cases or data from real companies; graded by rubric
Warehouse and Terminal Management	MAR 399X	Direct measure: performance on quizzes and content exam	Out of class assignments requiring analysis and evaluation	Written report describing analysis, evaluation, and opinion (based on class materials) of various problems and issues. Essay questions

				also required on exams.
Global Logistics Management	MAR 399X	Direct measure: performance on content exam	Direct measure: performance on multi-country logistics problems	Write and present a logistics plan for a product; plan must use at least three countries; graded by rubric
Purchasing and Supply Management	MAR 399X	Direct measure: performance on quizzes and content exam	Class team case assignment that requires students to evaluate strategic choices on supplier selection	Write a case report describing analysis, evaluation, and opinion (based on class materials) of supplier selection issues. Performance graded. Essay questions also required on exams. Also, performance graded.
Supply Chain Strategy	MAR 399X	Direct measure: performance on applying logistics concepts to case study assignments.	Direct measure: performance on multiple case studies in analyzing “live” company data for identifying and evaluating issues and rendering viable industry solutions.	Direct measure: performance on creating a written logistics strategy and group presentation of analysis and strategy to class and industry partners.
Elective 3/4000	MAR			