

## **BBA Marketing-Distribution and Logistics Emphasis Goals and Objectives**

### **(1) Comprehension of the principles of Distribution & Logistics**

- 1.1 Students will be able to understand the basic concepts of Distribution and Logistics.
- 1.2 Students will be able to understand the competitive advantages that can be derived from improved distribution and logistics.

### **(2) Demonstrate competency of skills associated with Distribution & Logistics**

- 2.1 Students will be able to discern differing distribution and logistics strategies and their level of fit within a particular model of supply chain management.
- 2.2 Students will be able to integrate general distribution and logistics concepts and apply them to specific situations within a firm's supply chain.