



# Supply Chain Management and Marketing

## DESCRIPTION

This introduction to logistics and supply chain management concepts includes discussions on technology, the increasingly important green logistics as well as basic concepts of sales and marketing.

## LEARNING OUTCOMES

- Define the difference between supply chain management and logistics management
- Discuss complexities, e.g., declining margins, forecasting, competition, etc.
- Examine the internal/external supply chain and the internal/external customer
- Describe the logistic functions within the supply chain
- Describe process mapping, benchmarking and total quality management (TQM)
- Describe the Continuous Process Improvement (CPI) concept and Six Sigma methodology
- Describe the various types of inventory
- List the differences among various types of production (sequential, concurrent or parallel processing and postponement)
- Describe the trade-off decisions involved in the various distribution systems
- Describe the considerations that must go into product and packaging design
- Examine technology in logistics planning (ERP, APS, AI and GIS)
- Describe supply chain event management, JIT, VMI and QR
- Describe outsourcing benefits, challenges and partnerships
- Describe the driving forces behind globalization
- Describe the concepts of customer value, customer-centered culture, balanced score card
- Describe the role of a freight forwarder within the sales and marketing strategy of their customers
- Describe the purpose of marketing research
- Describe the fundamentals of the marketing mix, consumer behavior and pricing
- Describe the personal selling process
- Describe the step-by-step process of potential international market assessment
- List various market entry strategies
- Describe the impact of environmental policies on warehousing, ports, vessel operation, trucking and rail transport

## **TARGET AUDIENCE**

This course is primarily designed to meet the education needs of two main groups:

1. Individuals who are new to the international transportation, trade, logistics and supply chain industries and need to acquire new skills and knowledge to make them more employable.
2. Individuals who currently work in the international transportation, trade, logistics and supply chain industries and wish to upgrade their skills and knowledge for a possible career advancement.

## **PREREQUISITES**

Professional working level of proficiency in English is a must, as is the understanding of basic mathematical calculations.

Some knowledge of the international transportation, trade, logistics and supply chain industries is beneficial but not required.

## DELIVERY METHODS

This course is available through the following delivery methods:

1. Virtual classroom – interactive live sessions delivered in a virtual classroom setting, utilizing a webinar-based approach.
2. Online on demand - available to students who wish to start the course at any time without instructor assistance. Students must complete the course within 4 months of the start date.

The following chart highlights the benefits of the virtual classroom delivery compared to the traditional in-class delivery:

Delivery Method \ Benefit	Virtual Classroom	Traditional In-Class
Live instructors	✓	✓
Specialized instructors for each topic taught	✓	
Questions answered by instructors in real time	✓	✓
Classes are recorded for future review	✓	
Group exercises and break-out groups used to aide in learning	✓	✓
Mid-term and final-exam reviews	✓	✓
Access to all online material (exercises, lessons)	✓	✓
Less commuting	✓	
In-person networking with peers	✓	✓
Singular instruction and information given to all students across Canada	✓	
Textbooks provided	✓	✓

## STUDENT MATERIALS

All students are provided with an e-textbook (printed textbooks are available for purchase), online lessons and exercises, exercises in a PDF format, and class recordings. All student material will be delivered and/or accessible to students before the course start.

## DURATION

It is estimated that 65 – 75 hours of dedicated study time is required to complete this course.

## SCHEDULE AND TOPICS

The virtual classroom of this course runs each year from early January to early April.

<b>SCHEDULE SUPPLY CHAIN MANAGEMENT AND MARKETING</b>	
<b>DATE</b>	<b>TOPIC</b>
Week 1	Introduction, Logistics and Supply Chain Management, Part 1
Week 2	Logistics and Supply Chain Management, Part 2
Week 3	Logistics and Supply Chain Management, Part 3
Week 4	Logistics and Supply Chain Management, Part 4
Week 5	Logistics and Supply Chain Management, Part 5
Week 6	Online Exam 1
Week 7	Introduction to Sales and Marketing, Part 1
Week 8	Introduction to Sales and Marketing, Part 2
Week 9	Introduction to Sales and Marketing, Part 3
Week 10	International Sales and Marketing
Week 11	The Greening of Transportation
Week 12	Review
Week 13	Exam 2 (Essay)

*Note: Exact dates of the virtual classroom schedule will be communicated to students upon registration.*

## MINIMUM COMPUTER REQUIREMENTS

Flash Player 6.0.79 or later (<http://www.adobe.com/go/getflash>) (Flash Player 7 or later recommended), and one of the following browsers:

- Windows: Internet Explorer 6 and later, Firefox 1.x and later, Safari 3 and later, Goggle Chrome, Opera 9.5 and later
- Macintosh: Safari 3 and later, Firefox 1.x and later, Google Chrome
- Linux: Firefox 1.x and later

Online lessons will NOT work on iPads or iPhones.

## PRICING

Current pricing for this course is:

- Employee of a CIFFA Regular or Associate Member company – CAN \$605.00 + tax.
- Employee or individual not from the above – CAN \$710.00 + tax.

## REGISTRATION

For the most up-to-date registration information, please go to [www.ciffa.com](http://www.ciffa.com) – Education – Register Online.

*Note: Your registration will only be confirmed after receipt and processing of your fully completed online registration and full payment.*

## POLICIES

### 1 MISSED EXAM POLICY

#### 1.1 Exam Attendance

**It is the responsibility of every CIFFA student to complete all exams when scheduled.**

Some limited accommodations may be made for students who cannot write their exam on the scheduled dates due to illness, business travel, etc.

Failure to write one of the exams may result in the student's failure of the course.

#### 1.2 Advising CIFFA

It is the sole responsibility of the student to advise CIFFA, by email, prior to the start of the exam, if they are unable to write an exam on the scheduled date so that an alternate exam date can be arranged.

Failure to advise CIFFA prior to the scheduled exam date will result in a zero mark for that exam. In this instance, the writing of an exam on an alternate date (1.3) will not be permitted.

### **1.3 Alternate Exam Date**

If a student advises CIFFA prior to the scheduled exam date of their inability to write the exam on the scheduled date, they may be allowed to write the applicable exam within five (5) business days of the originally-scheduled exam date. This exam may be written before or after the originally-scheduled exam date.

Should the student not be able to write the exam within five (5) business days before or after the originally-scheduled exam date, they will receive a zero mark for that exam which may result in the student's failure of the course.

### **1.4 Alternate Exam Fee**

The fee of CAN \$75.00, plus applicable tax(es), will be invoiced to the student for each exam written **BEFORE** the originally-scheduled exam date.

The fee of CAN \$125.00, plus applicable tax(es), will be invoiced to the student for each exam written **AFTER** the originally-scheduled exam date, or for a make-up exam.

These fees are payable to CIFFA **BEFORE** the student can write the exam.

Alternate exam fees may be paid by credit card (Visa or MasterCard) or by cheque.

### **1.5 Exceptional Circumstances**

In exceptional circumstances (serious illness or hospitalization, childbirth, death in the immediate family, personal or family difficulties, etc.), certain accommodations may be made. Adequate proof must be provided to CIFFA to substantiate the exceptional circumstance.

The time frames indicated in 1.3 are to be followed. In extreme cases, additional time may be granted to write an exam, at the sole discretion of CIFFA.

The alternate exam fees outlined in section 1.4 will be waived for this exceptional circumstances provision.

CIFFA has the sole right to decide whether the student's situation falls under the exceptional circumstances provision.

#### **1.5.1 Zero Mark for Exceptional Circumstances**

Should a student receive a zero mark under section 1.5, the zero mark may be replaced with an estimated exam mark. This estimated exam mark will be based on the average mark for other exams written by the student. This estimated exam mark will be calculated into the student's final grade which may result in the student's failure of the course.

CIFFA has the sole right to decide whether an estimated exam mark will be assigned.

## **2 STUDENT GRADES**

### **2.1 Passing Grade**

The required final grade for the successful completion of this course is 70%.

The student's final grade is based on two (2) exams (90%) and the completion of all online exercises (10%).

Upon successful completion of the Supply Chain Management and Marketing course, a mark transcript will be issued.

### **2.2 Exam Grading Discrepancies**

If a student is not satisfied with the exam question fairness they may contact CIFFA to discuss the question(s). Students have the option to appeal their grade.

### **2.3 Make-Up Exam**

A student with a final grade of 60% - 69% in a course will have an opportunity to write a make-up exam at the end of the course. Refer to section 1.4 for the alternate exam fee amount and payment policy.

This make-up exam will be scheduled after the course has finished, it will test the student's knowledge of all topics in the course, and will be similar in composition to the previous exams in that course.

In the case where a student achieves a mark of 70% or more on the make-up exam, the student's final grade will be recorded as 70%.

In the case where a student achieves a mark of less than 70%, the student's final grade will be recorded as the actual mark from the make-up exam.

### **2.4 Final Grade Appeal**

A student may contact CIFFA for an appeal of their failing final grade. A statement of what the appeal is based on must be included in the appeal.

### **2.5 Appeal Timelines**

All appeals regarding exam questions, marks, or final grades must be officially queried within fifteen (15) calendar days of the student's receipt of the exam grade or final grade, which queries will not be considered after this fifteen (15) day period has passed.

### **2.6 Certificate of Completion**

Upon successful completion of all four CIFFA International Freight Forwarding courses, an advanced certificate of completion will be issued.

## **2.7 Advanced Standings**

### **2.7.1 Honours Designation**

All students with a final grade average of 90% or more in the course are considered to have passed with Honours.

### **2.7.2 Highest Honours Designation**

All students with a final grade average of 95% or more in the course are considered to have passed with Highest Honours.

## **2.8 Education Awards**

The student who achieves the highest final grade average in the International Freight Forwarding Courses will receive the Job Nicolai Education Award. The award will comprise of an inscribed plaque, and a cheque in the amount of CAN \$250.00.

The student, who achieves the highest final grade average in the Advanced International Freight Forwarding Courses will receive the George Kuhn Award. The award will comprise of an inscribed plaque, and a cheque in the amount of CAN \$500.00.

*Note: In order for a student to qualify for the above honour designations and awards, the International Freight Forwarding Courses or the Advanced International Freight Forwarding Courses must be completed in the same education year.*

## **3 CHEATING POLICY**

CIFFA will **NOT** condone cheating on exams.

Cheating includes, but is not limited to:

- Opening an exam more than once.
- Receiving exam questions or answers from another student.
- Retaining or copying an exam for future use.
- Consulting with other people during an exam.
- Having another person complete an exam for the student.
- Any other action that provides unfair advantage over other students.

Any student(s) involved in the above will receive a ZERO mark for that exam, which may result in the student's failure of the course.

A student who continues cheating on a second exam will be removed from the course.



## 4 ADMINISTRATION FEES

Due to the increased workload of processing changes and re-issuing documentation, we unfortunately find it necessary to impose an administration fee in the amount of CAN \$75.00, plus applicable tax(es).

The administration fee is imposed on, but not limited to, the following:

- Re-issuing of a certificate.
- Re-issuing of a mark transcript.
- Re-issuing of a payment receipt.
- Re-issuing of an official income tax receipt.

## 5 CANCELLATION POLICY

If you decide to cancel your registration in this course, you may be entitled to receive a refund under the following conditions:

- Before any request for cancellation will be processed:
  - All requests for refunds must be made to the CIFFA office in writing.
  - All course materials must be returned to the CIFFA office, at the participant's expense.
- For cancellations received before the start of the course, a full refund (minus a CAN \$100.00 administration fee) will be issued.
- For cancellations received before the start of the second week of the course, a 50% refund will be issued.
- For cancellations received after the start of the second week of the course, no refund issued.

## CONTACT INFORMATION:

Please contact us if you need more information or have questions. You may contact us in the following ways:

Canadian International Freight Forwarders Association  
480 - 170 Attwell Drive, Toronto, ON, Canada, M9W 5Z5

General: 416-234-5100  
Toll-free: 1-866-282-4332  
Education Coordinator: 416-234-5100 Ext. 5225  
Training Coordinator: 416-234-5100 Ext. 5230  
Fax: 416-232-5152  
Email: education@ciffa.com

<http://www.ciffa.com/contact/inquiry-form/>