MKTG 333 PURCHASING & SUPPLY MANAGEMENT
FALL SEMESTER, 2017

Professor: Dr. Wade C. Ferguson, CPSM, C.P.M.
Office: The J.C. Long Building, 9 Liberty Street, #312
Class Hours: MKTG 333: T/TH, 12:15 – 1:30, Beatty 220
            MKTG 333: T, 4:00 – 6:45, Education Center 116
Office Hours: Tuesday, 2:00 – 3:30. By appointment.

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Text Web Site: www.mhhe.com/johnson15e

Course Catalog Description:
The organization and operation of the procurement function and the acquisition and management
of materials, with emphasis on quality control, sources of supply, pricing policies, legal
considerations, and standards of performance.

Prerequisites: Junior Standing (60 or more completed hours)

Required Text: Purchasing and Supply Management, 15th Edition

Grading Scale:
A (4.0) 93-100  A- (3.7) 90-92.99  B+ (3.3) 88-89.99
B (3.0) 83-87.99  B- (2.7) 80-82.99  C+ (2.3) 78-79.99
C (2.0) 73-77.99  C- (1.7) 70-72.99  D+ (1.3) 68-69.99
D (1.0) 63-67.99  D- (0.7) 60-62.99  F (0.0) 0-59.99

Approximate Grade Composition:  EXAMS (3) 60% (equal weight)
                                Homework Assignments 30%
                                OTHER 10%

Learning Objectives:

a. To understand the objectives, activities, and responsibilities of supply management, and its
   various organizational structures.
b. To understand the role of quality in supply management, quality management tools, quality
   standards, and quality certification and awards program.
c. To understand the role of logistics in supply management, transportation industry segments,
   selection methods, logistics strategy and organization.
d. To understand how suppliers establish price, government’s influence on pricing, the competitive
   bidding process, discounts, strategic cost management, and negotiation.
e. To understand the supplier selection decision, identifying evaluating potential sources, supplier
   development, evaluating potential sources, measuring supplier performance, supplier relations,
   partnerships, and strategic alliances.
f. To understand buyer and seller legal authority and liability, the Uniform Commercial Code,
   common law, alternative dispute resolution, and ethics in supply management.
SPECIAL HYBRID COURSE NOTICE – This course will be a hybrid class with approximately 65 to 70 percent of the course held in the classroom and approximately 30 to 35 percent of the course facilitated online. The instructor will more fully explain this the first night of class and provide a schedule of actual brick and mortar classroom meetings.

EXAMS will cover outlined material from the text and class discussions, as well as presentations by guest speakers, and required readings and handouts. Exams will be a combination of extended discussions, short answers, and objective questions.

HOMEWORK ASSIGNMENTS include approximately 10-12 assignments including cases, outside Internet and library research on specific topic areas of the course, reports from any required readings or other work as may be assigned. Please PRINT your homework assignments, and make sure your name is on each one, and bring each one to class on the day it is due. As a last resort, e-mail your homework, and when e-mailing, in the subject box, type MKTG333, the assignment name, & your name.

OTHER includes attendance, promptness, and especially CLASS PARTICIPATION, which may also include online forum discussions. Note that habitual tardiness and/or absences WILL affect the class participation and thus the “other” portion of your grade.

Late Assignments: Assignments handed in for credit after I’ve called for them will be penalized 50 points per 24 hours late (or fraction thereof).

Attendance Policy: Prompt and consistent attendance is necessary for this course. Attendance sheets will be circulated each class period. Excessive absences will result as follows:

Two Days a Week Sections:
Absences #1, 2: Allowed for any and all reasons. No need to explain.
Absence #3, 4: 2 points deducted from your OTHER grade per class missed.
Absence #5 and higher: 4 points deducted from your OTHER grade per class missed.

One Day a Week Sections:
Absence #1: Allowed for any and all reasons. No need to explain.
Absence #2: 2 points deducted from your OTHER grade.
Absence #3 and higher: 4 more points deducted from your OTHER grade per class missed.

Also, you WILL be responsible for any assignments due when you’re absent, and you WILL NOT be given credit for homework someone else hands in for you when you’re absent from class.

Honor Code: Cheating in any form is NOT allowed and will be rewarded, AT A MINIMUM, with a grade of F in the course. If copying is involved, both parties will be judged equally guilty.

Make-Up Exams: Regular exams will not be made up after the fact, period. However, with advance notice and just cause, you MAY, with instructor permission, take an exam at an alternate time, but it MUST be prior to the next class period after the regularly scheduled exam.

Grading Errors: If an error is made in grading your exam, the mistake will gladly be corrected. It is YOUR responsibility to detect any error and bring it to my attention ON THE DAY the exam is returned to you. You FORFEIT your right to appeal errors by being absent on the first day the exam is returned, or by waiting until later in the semester to contact me.
SNAP Accommodations: Any student certified by the SNAP Office at the College must provide the professor appropriate documentation WELL PRIOR to any exam in which the student requests the SNAP accommodation (i.e., extra time to complete the exam).

Basic Requirements:
1. Bring your textbook to class each day.
2. Keep a binder or folder for your class notes and handouts. Bring it to class each day.
3. Keep all of your hand-in assignments backed up during the semester.
4. If you don’t have one already, obtain an off-campus e-mail account immediately.
5. Be on time. Habitual tardiness WILL affect class participation portion of your grade.

Finally: If a problem develops during the course or if you feel you need extra help with concepts, don't hesitate to come to my office for help. Use my office hours for your benefit. That's why I have them. This ISN'T a hard, heavily quantitative course, it's a FUN and very useful course, and I'm positive you will enjoy it!
General Exam Outline:

EXAM 1 Material
1. PURCHASING AND SUPPLY MANAGEMENT: Purchasing and supply management, supply contribution, supply qualifications and associations, challenges ahead.
2. SUPPLY STRATEGY: Strategic planning and its challenges, risk management, strategic components.
3. SUPPLY ORGANIZATION: Objectives of supply management, organizational structures, supply activities and responsibilities, supply teams.
4. SUPPLY PROCESSES AND TECHNOLOGY: The supply management process, steps in the supply system, improving process efficiency and effectiveness, information systems and the supply process, policy and procedures manual.
5. MAKE OR BUY, INSOURCING, AND OUTSOURCING: Make or buy, subcontracting, insourcing, outsourcing, supply’s role and implications.
6. NEED IDENTIFICATION AND SPECIFICATION: Need criteria, categories of need, early supply and supplier involvement, methods of description, standardization and simplification.

EXAM 2 Material
7. QUALITY: Role of quality in supply management, defining quality, the cost of quality, quality management tools, quality standards and awards program.
8. QUANTITY AND INVENTORY: Quantity and timing issues, forecasting, determining order quantities and inventory levels, planning requirements, functions and forms of inventories, inventory management.
9. DELIVERY: Logistics, transportation, transportation industry segments, modes and carriers, types of carriers, selection of mode and supplier, transportation and logistics strategy, organization for logistics.
10. PRICE: Relation of cost to price, how suppliers establish price, government influence on pricing, types of purchases, quotations and competitive bidding, discounts, contract options, forward buying and the commodities market.
11. COST MANAGEMENT: Strategic cost management, cost management tools, negotiation.
12. SUPPLIER SELECTION: The supplier selection decision, identifying potential sources, supplier development and reverse marketing, evaluating potential sources, ranking potential suppliers.

EXAM 3 Material
13. SUPPLIER EVALUATION AND SUPPLIER RELATIONS: Measuring supplier performance, evaluation methods, supplier ranking, supplier relations, partnerships, strategic alliances.
14. GLOBAL SUPPLY: Importance of global supply, selecting and managing offshore suppliers, tools for global supply, regional trade agreements, emerging markets.
15. LEGAL AND ETHICS: Legal authority and liability of the buyer and seller, the Uniform Commercial Code (UCC), common law, software contracts, e-commerce and the law, intellectual property laws, product liability, alternative dispute resolution, regulatory requirements, ethics in supply management.
16. OTHER SUPPLY RESPONSIBILITIES: Receiving, logistics and warehousing, inbound/outbound transportation, production planning, accounts payable, investment recovery.
17. SUPPLY FUNCTION EVALUATION AND TRENDS: Organizing for supply research, research opportunities, supply planning process, supply budgets, performance measurement systems, developing metrics, supply management trends.