



## Marketing, Sales and Service

Pathway: Distribution and Logistics

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPF01.01	Career Development	#4: Inventory Management	Assess distribution and logistics-career information to enhance opportunities for career success.	Analyze distribution and logistics careers to determine careers of interest.	Identify career opportunities in distribution and logistics.
					Investigate the role and responsibilities of distribution/logistics employees.
					Recognize factors that affect the scope of responsibilities of distribution/logistics employees.
					Ascertain educational requirements for distribution and logistics careers.
					Determine income ranges associated with distribution and logistics careers.
					Assess working conditions associated with distribution and logistics careers.
					Determine prerequisites (perks) associated with distribution and logistics careers.
					Describe the lifestyles of distribution and logistics employees.
					Identify career paths in distribution and logistics careers.
				Explain the personal characteristics associated with distribution and logistics success.	
				Compare individual's abilities, interests, and attitudes with those associated with distribution and logistics success to determine the match between the two.	Analyze desired lifestyle and that associated with distribution and logistics careers.
					Discern between desired benefits and those associated with distribution and logistics careers.
					Contrast personal characteristics with those associated with distribution and logistics success.
					Examine similarities and differences between personal educational goals and educational requirements for distribution and logistics careers.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPF02.01	Communication and Interpersonal Skills	#4: Inventory Management	Employ communication and interpersonal skills to facilitate interactions with others.	Communicate with staff to clarify workplace objectives and maximize workflow.	Participate in meetings and problem-solving groups.
					Resolve complaints.
				Communicate and apply interpersonal skills to manage distribution and logistics and to provide customer assistance.	Prepare complex written reports.
					Fulfill management's role in customer relations. Evaluate the use of real-time communications.
MKPF03.01	Business Administration	#4: Inventory Management	Acquire foundational knowledge of distribution and logistics to understand its scope and impact on the economy.	Investigate the distribution and logistics industry to understand its background.	Identify reasons for changes occurring in distribution/logistics.
					Recognize types of distribution/logistics activities.
					Recognize trade-offs and relationships among functions in the supply chain.
					Analyze the impact of technology on distribution/logistics.
					Recognize the effects of international trade on distribution/logistics.
					Explain the impact of ISO standards on distribution/logistics.
					Identify issues and trends in distribution/logistics.
				Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.	Identify factors to consider when placing orders/reorders.
					Calculate amount of order/reorder.
					Plan orders. Prepare purchase orders.
				Plan and evaluate purchasing activities to minimize expenses.	Solicit competitive proposals to functional bid specifications.
					Choose vendors.
					Negotiate terms with vendors.
Follow up orders. Evaluate performance of vendors.					

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MKPF03.02	Business Administration	#3: Marketing #5: Principles of Sales Management	Implement business ethics, regulations, and safeguards to protect the business and to create trust.	Apply ethics and government regulations to protect a business.	Implement managerial ethics.
					Identify tariff and trade restrictions.
					Adhere to transportation law.
					Identify and adhere to labeling regulations.
					Explain export and import legislation.
					Apply trade regulations.
					Analyze environmental regulations.
					Adhere to environmentally correct distribution/logistics practices.
					Negotiate and administer logistics contracts.
				Plan and implement security measures to minimize loss and to create trust.	Establish policies/procedures for preventing internal theft.
					Develop policies/procedures for preventing vendor theft.
					Inspect incoming/outgoing containers for tampering.
					Maintain data security.
					Obtain insurance coverage for shipments.
					Conduct risk assessments.
				Implement measures to maintain a safe working environment.	Clean service and work areas.
					Follow procedures to ensure OSHA compliance.
					Conduct environmental and safety inspections.
					Conduct safety orientations for employees.
					Analyze potential terrorist threats posed by inbound/outbound container traffic.
					Implement pattern recognition techniques to identify high risk shipments/containers.
Correct unsafe conditions.					
Adhere to requirements of global hazardous materials packaging.					
Implement security measures in the hazmat supply chain.					



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MKPF03.03	Business Administration	#4: Inventory Management	Use organizing, leading, controlling, and planning to manage distribution and logistics activities.	Organize work efforts and staff to enhance work flow.	Coordinate efforts of multifunctional teams.
					Coordinate activities with other departments.
					Manage cross-functional projects.
				Lead staff to improve their job performance.	Recognize management's role in the achievement of quality.
					Cross train staff to perform a variety of tasks.
					Mentor/coach staff members.
				Maintain fiscal control of logistical operations to minimize expenses and maximize profit.	Develop expense-control plans.
					Explain supply management's contribution to cost reduction.
					Apply learning curves to reduce costs.
				Plan and implement activities and strategies to guide staff.	Identify factors that affect planning.
Develop strategies to achieve company goals/objectives.					
Implement tactics to accomplish strategies.					
MKPF04.01	Supply Chain Management	#4: Inventory Management #6: Supply Chain Management	Manage distribution/logistics activities to facilitate business's development and growth and to satisfy customers.	Acquire foundational knowledge of distribution/logistics.	Explain distribution issues and trends.
					Describe the use of electronic data interchange (EDI) in distribution/logistics activities.



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			(CONTINUED)	Utilize warehousing and stock-handling knowledge and skill to expedite supply-chain activities.	Process incoming shipments. Process imported goods through U.S. customs. Resolve problems with incoming shipments. Process returned/damaged product. Maintain loss and damage claim records. Establish procedures for handling, inspecting, and allowing claims on returned materials. Verify product labeling. Explain functions of packaging. Recycle/dispose of discarded packaging and containers. Establish receiving schedules. Store merchandise/materials. Recognize product stacking requirements. Select appropriate storage equipment/system. Plan storage space. Develop and maintain stock-location system. Maximize use of forklifts. Analyze warehouse space utilization. Adjust warehouse layout. Analyze warehousing capabilities in foreign markets. Describe storage facilities used for international shipments. Analyze capabilities of electronic business systems to facilitate warehouse operations. Develop warehouse contingency planning system.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Utilize order-fulfillment knowledge and skill to expedite supply-chain activities and to satisfy customers.	Pick and assemble orders. Plan/select order-picking system. Identify types of shipping containers. Plan loads for containers/trailers. Select dunnage, packing, materials. Estimate needed supplies of packing materials. Pack and label goods/boxes/containers for domestic/international shipment. Evaluate label-application alternatives and methods. Unitize loads for shipment. Stabilize unit loads for easy shipments and receipts. Load outgoing shipments. Recognize shipping-label requirements. Explain international transportation and delivery terms (INCOTERMS). Employ cost-reduction techniques for duties and tariffs. Apply for drawbacks. Determine duties on international shipments. Determine customs requirements. Prepare documents for domestic and international transportation. Ship product to meet customer requirements. Trace lost shipments. Estimate delivery times. Select best shipping method for domestic and international shipments. Schedule product transportation to meet customer needs. Determine transfer points for cargo. Route freight. Direct terminal-traffic flow. Analyze shipping needs. Analyze capabilities of electronic business systems to facilitate order fulfillment. Assess order fulfillment processes.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Control inventory to minimize expenses and satisfy customer requests.	Rotate stock to minimize old/outdated inventory. Maintain inventory levels. Complete inventory counts. Plan/organize inventory counts. Assign and analyze ABC inventory rankings. Perform cycle counts. Develop and implement cycle-counting system. Monitor inventory turnover rates. Set order lead time requirements. Recognize international inventory issues. Describe inventory control systems. Identify types of unit inventory-control systems. Determine inventory shrinkage. Determine causes of inventory discrepancies. Define tolerance levels for inventory accuracy. Establish re-order points. Maintain inventory-control systems. Develop inventory-control systems. Implement measures to control inventory costs.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Manage distribution/logistics activities to minimize costs and to facilitate workflow.	Coordinate stages of order cycle. Establish system for processing dead/excess merchandise. Manage reverse distribution processes. Identify logistical benefits and constraints within a particular market. Determine value-added services to perform for customers. Develop logistics mission statement. Set and meet distribution/logistics goals. Establish customer service goals. Correct customer service deficiencies. Set up processes for distribution/logistics activities. Measure process performance. Implement process-improvement techniques. Explain distribution resource planning. Select and implement bar-code system. Apply cost allocation measures. Develop collaborative relationships with channel members. Interpret channel strategies. Analyze just-in-time capabilities. Evaluate channel members. Evaluate performance of distributors in foreign countries. Terminate relationships with domestic and foreign channel members. Develop distribution network for new products. Develop distribution strategy for foreign markets. Conduct strategic distribution network planning process. Value inventory (LIFO, FIFO). Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy, etc.). Plan and implement a warehouse management system (WMS).



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPF05.01	Marketing Functions	#8: Procurement and Acquisitions	Manage marketing activities to facilitate business's development and growth.	Manage marketing-information to make logistical decisions.	Identify information helpful to supply chain members in planning. Identify data available through online tracking methods. Assess bar-code data. Monitor inventory data. Track cost data. Collect product quality data. Assess marketing-information needs. Research viability of using free trade zones (FTZ). Conduct analysis of competitors' distribution/logistics activities. Identify trends. Data mine point-of-sale (POS) information. Perform customer follow-up activities (e.g., surveys, reviews, warranty tracking, etc.). Identify considerations in implementing international marketing strategies. Segment markets on basis of logistical needs. Assess product categories using spreadsheets. Interpret statistical process control (SPC) charts. Predict patterns of demand. Forecast sales. Plan and implement a distribution information system.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Utilize pricing strategies to maximize return and meet customers' perceptions of value.	Select approach for setting a base price (cost, demand, competition). Determine cost of product (breakeven, ROI, markup). Calculate break-even. Identify strategies for pricing new products (for imitative new products, for innovative new products). Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle). Determine discounts and allowances that can be used to adjust base prices. Use psychological pricing to adjust base prices. Select promotional pricing strategies to adjust base prices. Determine geographic pricing strategies to adjust base prices. Identify segmented pricing strategies that can be used to adjust base prices. Set prices. Adjust prices to maximize profitability. Evaluate pricing decisions.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	Maintain product data files. Identify product classes. Determine services to provide customers. Recognize the role of customer service in positioning/image. Determine customers' expectations of service level. Measure customer service levels. Analyze competitors' customer service standards. Establish product standards. Develop strategies to position product/business. Determine space requirements and allocation. Create warehouse layouts. Select warehouse site. Develop and implement procurement policies and procedures. Plan stock. Plan reductions. Plan purchases. Determine what to buy. Determine quantities to buy. Determine when to buy. Plan gross margin. Determine final cost of purchases from domestic and international sources. Negotiate special buying situations with vendors.

Additional Recommended  
 CTE/Degree Major Courses:  
 #7: Risk Management  
 #9: International Marketing