

Career Path: Distribution

A distribution manager acquires products from manufacturers or wholesalers and sells or rents them to retail stores, online outlets, and e-commerce stores. They are an integral part of the chain of distribution in the consumer industry.

In addition to supervisory activities, distribution managers are responsible for fulfillment and must maintain and balance the inventory of products in warehouses or distribution points for their redistribution to retail stores and online outlets. They supervise the servicing of all retail accounts and must actively seek and acquire new retail store accounts.



Recommended Courses:

For students interested in a career in distribution the following elective courses are recommended. These courses enhance a student's knowledge of sales, business to business marketing, and logistics.

MKT2235 Business-to-Business Marketing

Addresses businesses that market products to other firms. Areas of focus include market, sales, and product strategies; creating the customer value proposition; and building and managing customer relationships. Emphasis is on organizational buying behavior, market segmentation and selection, channel design, management, and measurement. Prerequisite: MKT2220

MKT2245 Professional Selling and Sales Management

Provides students with an understanding of the principles and techniques necessary to sell any of the three main types of products: goods, services, or ideas. Students develop sales presentations and use role playing to present their selling approaches in class. Prerequisite: MKT2220

MKT3330 Marketing Logistics

Acquaints students with a total systems approach to managing the activities involved in physically moving raw materials, process inventory, and finished goods inventory. Students learn how efficiently managed logistics can improve the marketing effort by establishing consistent and dependable customer service levels. Prerequisite: MKT2220

These courses are recommended as liberal arts or free electives:

MGT4430 Leadership

Examines the leadership variables that affect the achievement of organizational goals. Topics include theories of leadership, power, and influence as they affect organizational behavior; team building motivation; group dynamics; organizational communication processes; and change management. Prerequisite: MGT2220

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.