

# DB-Distribution

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## Courses

### **DB 305. Entering the Profession. 1 Hour.**

This course will prepare students to enter the industrial distribution profession. Professional development topics include: resume building, soft-skills and interview preparation, internships, expectations for entry-level positions and career paths, as well as expectations and ethical demands of the profession.

### **DB 320. Distribution Management. 3 Hours.**

Gain a comprehensive understanding of industrial and medical distribution channels in this introductory course in distribution management. Students learn the history of distributor organizations, the functions and role of industrial distribution in the U.S. economy, essentials of distributor pricing and profitability, and best practices for creating and managing successful supplier relationships.

**Prerequisites:** MK 303 [Min Grade: C](Can be taken Concurrently)

### **DB 400. Distribution Analytics. 3 Hours.**

Students learn the best tools and approaches to measure the effectiveness of distributor strategies and tactics and to support data-driven decision-making. A central theme of the course is "what to measure" and "how to measure" with regard to customer-facing, supplier-facing, and internal activities. The course also focuses on constructing and interpreting performance "dashboards" that highlight the performance indicators most relevant to a distributor.

**Prerequisites:** DB 320 [Min Grade: C] and BUS 214 [Min Grade: C] or QM 215 [Min Grade: C]

### **DB 410. Creative Solutions in Distribution. 3 Hours.**

Students learn to apply creative solutions to the increasingly complex problems in the relationship between manufacturers and distributors. An experimental approach to problem solving and data gathering, methods of visualization and journey mapping enhance students' abilities to use design approaches and tools for identifying and implementing innovation and growth opportunities in the channel of distribution for business-to-business firms.

**Prerequisites:** DB 320 [Min Grade: C](Can be taken Concurrently)

### **DB 430. Distribution Operations. 3 Hours.**

Students gain confidence in their understanding of distribution operations decision making. Topics of emphasis include profitability analysis, margin management, pricing and price negotiations, and managing inventory investments. Through lectures, discussion, applied problem solving and group-based simulations, students learn to apply inventory management tools to meet sales expectations, understand the importance of distributor pricing and profitability, and identify best practices for creating and managing successful supplier relationships.

**Prerequisites:** DB 320 [Min Grade: C]

### **DB 435. Distribution Policies and Quality Issues. 3 Hours.**

Students examine issues involved in customer relationship strategy and management in industrial and medical business markets. Topics include channel strategy and management, B2B e-commerce strategy and applications, strategic account management processes and systems, customer profitability and lifetime value, multi-channel selling models, negotiations and other operational strategies and technologies used by distributors and manufacturers.

**Prerequisites:** DB 320 [Min Grade: C] and BUS 303 [Min Grade: C](Can be taken Concurrently)

### **DB 440. Medical Device Selling. 3 Hours.**

The course emphasizes the sales process in interpersonal sales for medical devices. In doing so, the course focuses on the dynamics of the U.S. healthcare market, buyer decision processes in the U.S. healthcare market, and the success characteristics and sales processes of high performing health care sales professionals.

**Prerequisites:** MK 330 [Min Grade: C]

### **DB 495. Distribution Directed Studies Practicum. 3 Hours.**

Issues in managing distributors, both as suppliers for and customers of manufacturers and other businesses. Students work with host distributor/manufacturer on current and future distribution problem areas. Students develop an in-depth research analysis of the host distributor/manufacturer.