

Western Kentucky University
Gordon Ford College of Business
MKT 423: Supply Chain Management (SCM)
Fall 2025

Instructor: Instructor Gregory Siegelman

Office hours:
Available by appointment

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Office: 2019

Required text book

- **Supply Chain Management: A Logistics Perspective**, Langley, Novack, Gibson, and Coyle 12th edition, 2025, Cengage Learning, ISBN: 978-0-357-98486-4, <http://www.cengagebrain.com/course/4160053>
- **It is required that each student also subscribe to the Wall Street Journal**

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students **MUST** carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Big Red Backpack DOES NOT include the Wall Street Journal subscription. WKU provides a free subscription to the Wall Street Journal through the library

Course overview

This 3 credit hours course is a primarily non-quantitative study of the PLACE function of the marketing mix. An examination of the process of moving a product, idea or service from the producer to the ultimate purchaser. Topics of interest may include channel structures, transportation modes, channel power, conflict, negotiation strategies, and the various tools used by channel members.

Course prerequisite MKT 220, Basic Marketing Concepts

Course goal

In today's competitive environment, effective Supply Chain Management (SCM) and logistics can yield a competitive advantage or disadvantage – preferably a sustained competitive advantage. Effective practices can result in increased customer loyalty, market share, and shareholder value. This course explores the strategies and processes necessary for effective SCM. Topics include the functions of logistics: transportation, warehousing, inventory control, materials handling and

packaging, procurement, and plant and warehouse locations within and between firms.

Student learning objectives

After completing this course you should be able to

1. Explore the role of supply chain management and logistics as it relates to the goals of the organization and interactions within the supply chain.
2. Gain an understanding of how each function operates and fits into the overall scheme of the supply chain.
3. Enable strategic understanding of key principles which must be considered when managing supply chain processes.
4. Encourage class interaction to gain student insights from a variety of industries and career related positions.
5. Explore and gain insight into current developments in supply chain management.
6. Explore (un)ethical practices in SCM.

GRADING:

Exams (3) 100 each		300
Final (cumulative)		200
Quizzes (10) 10 each		100
Participation		100
Total Points		700

Grading Scale		
Percent	Grade	Points
90-100	A	627 to 700
80-89	B	557 to 626
70-79	C	487 to 556
60-69	D	417 to 486
Below 60	F	0 to 416

Participation

You are **expected to complete assigned readings before each class, to fully participate in class and class discussions by bringing in examples, raising & answering questions, and offering opinions.** Participation points will be based on class attendance, active (or inactive) discussion participation in class in class and presentation of current supply chain events. I will be randomly calling on students at the beginning of each class. Each student will be expected to talk about an article concerning current supply chain events that appeared recently in the Wall Street Journal (or another business publication). Since several students may be called upon it is recommended each student have more than article available to discuss. The student is expected to summarize the key points in the article (i.e. NOT READ THE ARTICLE TO THE CLASS) and talk about its impact. Other students are encouraged to contribute their perspective as well.

Quizzes

I will be giving 13 random quizzes, taking your ten best scores worth 10 points each during the semester. The quizzes will be given at the beginning of the class BEFORE we have covered the material. The purpose of the quizzes is to motivate you to read the chapter material BEFORE coming to class. The number 10 was selected to total to the weight of one exam. **Quizzes must be taken in class-no makeups!**

Exams The course includes three in-class term exams each worth 100 points and a cumulative final exam worth 200 points. **All exams will be closed book, closed notes, and of course, closed neighbor.** Exams will primarily test material covered in the course lectures, textbook, assigned readings, and concepts covered in other graded assessments. The exams will primarily be multiple choice in nature. Some true/false and short answer questions may be included. Some exam questions will assess your understanding of fundamental concepts while others will challenge you to apply the material you have learned. Therefore, in order to perform well in the exams, you need to know key concepts and understand how they apply in the context of supply chain management.

Make-up policy I expect you to make every effort to be there for exams. Notifications of extenuating circumstances should be made prior to the start of the exam if possible. The professor is the final judge of the acceptability of any excuse, documentation to be provided. Make-ups will be given as different exams, which could include alternative exam types.

REVIEWING GRADES

All grades will be posted on Blackboard.

All cell phones are to be turned off or placed on vibrate. **Show up to class on time! Once class begins, the door will be shut and you will not be allowed in!** Do not disrupt class. Respect yourself, classmates and professor. Do not talk to each other while I or any other student is participating in a class discussion. If you disrupt class, you will be asked to leave. **Do not ask for a higher grade (especially at the end of the semester).** Please do not text, tweet, update your facebook or read a newspaper or other books during class.

ACADEMIC DISHONESTY WILL NOT BE TOLERATED!

Any type of cheating or academic dishonesty will be dealt with in accordance to the university

guidelines. If I find evidence of cheating, including copying and pasting from Internet sources or other students, you, and whoever else is involved will not only receive a zero for the assignment but may also receive a failing grade for the course. There will be no exceptions.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a

faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

Pregnant and Parenting Students

Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's Title IX Website at www.wku.edu/titleix/ under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at ena.demir@wku.edu or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations. If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at ena.demir@wku.edu or by phone at (270) 745-6867. Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at www.wku.edu/titleix/.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

ChatGPT & Generative AI

This class will adhere to the standards outlined by University Policy. Simply stated, any form of cheating is not tolerated and the student will receive an F for this course. AI is a great tool to help students learn material and I encourage all students to learn how to use these types of tools. However, simply cutting and pasting AI directly from a source without any modifications, input or thought on your part would be considered a form of plagiarism. If you use AI to help study, you MUST ensure that you are using your own thoughts and words. Do NOT cut and paste from AI programs or you will receive an F.