

Rochester Institute of Technology

Rochester, New York

College of Imaging Arts and Sciences

School of Print Media

REVISED – 2082-313

1.0 Title: Media Distribution and Transmission Date: 11/19/04

Credit Hours: 4

Prerequisite(s): None

Corequisite(s): None

Course proposed by: Twyla Cummings

2.0 Course Information:

	Contact Hours	Maximum students/section
Classroom	4	30
Lab		
Studio		
Other (specify)		

Quarter(s) offered (check)

Fall Winter Spring Summer

Students required to take this course: (by program and year, as appropriate)

Option for Graphic Media students pursuing the Enterprise concentration

Students who might elect to take the course:

An elective for SPM and students from other RIT colleges.

3.0 Goals of the course (including rationale for the course, when appropriate):

To assist students in understanding 1) the structures of distribution operations in graphic media companies and 2) the different distribution models and workflow options.

4.0 Course description (as it will appear in the RIT Catalog, including pre- and co-requisites, quarters offered):

In this course students gain extensive knowledge of the various methods and techniques used to electronically and physically distribute information. Students will also study planning, scheduling, inventory management and customer fulfillment.

5.0 Possible resources (texts, references, computer packages, etc.):

5.1 Stroh, Michael. (2001). *A Practical Guide to Transportation and Logistics*, 2nd ed. Dumont, NJ: The Logistics Network.

5.2 Lee, James Morris. (2001). *Real Time Marketing: New Rules for New Media*. Sewickley, PA: Graphic Arts Technical Foundation.

5.3 TBD

6.0 Topics (outline):

6.1 Overview of graphic media distribution

6.2 Physical distribution

6.2.1 Internal

6.2.1.1 Material Handling and safety

6.2.1.2 Storage

6.2.2 External distribution

6.2.2.1 Shipping, transportation and transmission

6.2.2.2 Mailing and postal issues

6.3 Communication and distribution strategy decisions

6.4 Electronic distribution

6.5 Distribute-and-print methods

6.6 Data management systems: Aggregation, Categorization and Distribution of content

6.7 Customer fulfillment and other value added services

6.8 Cost considerations for distribution and fulfillment

7.0 Intended Learning outcomes and associated assessment methods of those outcomes:

Learning Outcome	Exams/ Quizzes	Critiques/ Reports	Homework/ Projects
Appreciate the role of distribution in post production workflow	X		
Analyze of distribution systems	X		
Understand key issues and trends association with internal and external distribution of graphic media	X		
Develop a distribution strategy and plan			X
Describe the emerging trends associated with value added services	X	X	

8.0 Program or general education goals supported by this course:

To provide an in-depth overview of the physical and electronic processes and procedures used to distribute and transmit graphic media products and information.

9.0 Other relevant information (such as special classroom, studio, or lab needs, special scheduling, media requirements, etc.):

9.1 Smart classroom

10.0 Supplemental Information: