

**Project: Impact of E-Commerce on Shipping and Transportation Infographic**

**Course**

Supply Chain Management I

**Objectives**

* Examine the impact of E-Commerce on Shipping and Transportation
* Create an infographic detailing information

**TN State CTE Standards**

Trends #22: Describe how eCommerce has changed traditional supply chains. Analyze how continual changes in technology have affected the delivery of goods and services in both the business-to-business and business-to-consumer segments of the supply chain.

**Due Date - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Grading**

Project will count as final exam for fall semester and will be worth **100 points** (Infographic rubric attached).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The rise of e-commerce and the digital marketplace phenomenon, also known as “The Amazon Effect,” has changed the composition of consumer buying behavior and expectations, as consumers now expect fast, free shipping and competitive pricing. This demanding delivery schedule challenges traditional logistics and supply chain models, and companies are now forced to adjust their strategies to provide the low-cost and on-demand delivery service that consumers now demand.*

*E-commerce represents a growing share of the retail market. Reports indicate that e-commerce accounted for 14.3% of all retail sales in 2018, up 15% year-over-year. In fact, it’s estimated that e-commerce sales will reach 17.5% of retail sales worldwide by 2021. This exponential growth and demand will undoubtedly impact the logistics and transportation as they will need to be prepared to manage increased volume and delivery expectations.*

*Source:* <https://www.inboundlogistics.com/cms/article/the-impact-of-e-commerce-growth-on-logistics-companies/>

**Directions:**

* Research the impact that E-commerce is expected to have on shipping and transportation in the next 5-10 years.
* Create an infographic depicting the information collected
* Include the following categories (not limited to):
	+ Current statistics on E-commerce
	+ New technology
	+ Delivery – one day/same day/last mile
	+ E-commerce Fulfillment Centers
	+ Trucking Industry
* Software: Use either MS Publisher, Picktochart, Venngage or Canva – must email project to kavasschs@gmail.com

**RUBRIC – INFOGRAPHIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Excellent****(20 pts)** | **Good****(16 pts)** | **Fair****(14 pts)** | **Poor****(10 pts)** | **TOTAL** |
| **Content/Focus** | Accurate and detailed info is provided and supports the purpose. All content (visual and textual) concisely complements the purpose. |  |  |  |  |  |
| **Organization** | Info is systematically organized and supports the readers’ comprehension of the main message. |  |  |  |  |  |
| **Argument** | Effectively informs and convinces reader of its intended purpose. |  |  |  |  |  |
| **Visual Appeal** | Fonts, colors, layouts, and visual elements meaningfully contribute to Infographics’ ability to convey overall message. |  |  |  |  |  |
| **Citation** | Full APA bibliographic citations are included for all sources referenced. |  |  |  |  |  |
|  |  |  |  |  |  |  |

|  |
| --- |
| **ASSIGNMENT CRITERIA** |
| **Excellent** | **Good** | **Fair** | **Poor** |
| Assignment directions are followed completely and correctly. All elements are included and presented creatively. Addresses expectations required from students in this class. | Assignment directions are generally well followed, although there may have been one or more elements overlooked. Provides too little information. | Directions are basically followed but does not meet expectations required from students in this class. | Assignment failed to follow directions given. |