

Marketing 463: Marketing Channels and E-Commerce
Fall Semester, 2012
THE UNIVERSITY OF ILLINOIS - CHICAGO
College of Business Administration

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Office Hours: TUE & THUR 11:00-12:00
Class Time: TUE & THUR 9:30-10:45PM-BH 304

I. Code/Course

MKT-463-Marketing Channels

II. Prerequisites - MKT 360

III. Course Materials

Text: Marketing Channels: A Management View, 8th Edition, Rosenbloom, Cengage Learning, 2013. ISBN – 13: 978 0 324 31698 8; ISBN – 10: 0 324 31698 4
Books are available at: UIC Bookstore, Amazon

Additional Material

Blackboard.uic.edu. There will be a class web page (Blackboard.uic.edu) that will offer updated grades, useful links and an announcement section. Note: The announcement section should be checked often. You can view your up to date grades to track your progress in the course.

It is the student's responsibility to check the announcements on a regular basis. Students are responsible for being unaware of information posted on the class web page.

IV. Course Objectives

This course will study the elements and management of marketing channels and e-commerce. Any marketing channel is viewed as an inter-organizational system involved in the task of making goods, services, and concepts available for consumption by enhancing their time, place, and possession utilities. The key objectives are listed below.

1. Develop an understanding of the fundamentals of marketing channels.
2. Identify and analyze the different channel strategies businesses use delivering goods to the consumer.
3. Understand how to manage existing channels
4. Learn how e-commerce has impacted traditional channels and the role it plays today

IV. Student Honor Code

This course and its associated coursework are being administered in the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and to uphold the code.

<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

V. Attendance and Class Participation

ATTENDANCE IS MANDATORY. Any absence will result in receiving 0 participation points for the class. In order to be prepared to participate in class, you will complete the assignment prior to coming to class. Three or more unexcused absences may provide grounds to lower the final grade by one level. It is the student's responsibility to attend team meetings during class and outside as well. On occasion there may be a pop quiz in class to earn participation points. There **will be no make up quizzes**. I strongly suggest you contact a fellow student or myself to become aware of what was covered in case of an absence.

Cell Phone and Texting Policy. If you have a cell phone or pager, YOU MUST TURN IT OFF before entering the classroom. If you do not turn off your cell phone or pager in class and the cell phone rings or if you are found texting, you will be asked to leave the class and will not receive participation points for that class.

VI. Methods of Instruction

A variety of teaching techniques are used in this class. These techniques will include a group project, lectures, class discussion, current event topics, case studies, written assignments and group activities. My style is highly interactive and will rely upon students to add to the quality of discussion. Good questions are always encouraged. Our class environment will be respectful of differing opinions and I expect students are on time and I encourage students to participate as well.

VII. Evaluation Methods and Grading Scale

Evaluation methods used in this class are indicated below:

Method	Points Possible
Group Project	400
Pop Quizzes (2)	50
Quizzes (2)	150
Class Participation	100
<u>Final Exam</u>	<u>300</u>
Total Points	1000

Grading Scale Grades are reported as letter grades "A" through "F" assigned as follows:

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

VTII. Nature of Exams/Project

The quizzes and final exam will consist of multiple choice and true false questions with some short essay as well.

The group project team will consist of 5-6 members. The group project team will consist of 5-6 members. The project will be a paper and presentation on a distribution plan, including an e-channel, for a product.. It will emphasize the application of the terms and concepts provided within the text and classroom discussions. Work on this project will occur throughout the semester with periodic submissions of drafts

IX. Course Outline and Schedule

Week	Reading	Assignment
1	Chapter 1	Group Selection
2	Chapter 2	
3	Chapter 3	
4	Chapter 4	Topic/Outline
5	Chapter 5	
6	Chapter 6	Quiz
7	Chapter 7,8	
8	Chapter 9	First Draft
9	Chapter 10	
10	Chapter 11	
11	Chapter 12	Quiz
12	Chapter 13	
13		Second Draft
14	Chapter 14	
15	Chapter 15	Final Group Project
16		Group Presentations
17	Final Exam	Wed. Dec. 12, 10:30-12:30

Disability Services Notification

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

COURSE SYLLABUS SUBJECT TO CHANGE