

## **MARK3081 Distribution Strategy and Retail Channels**

### **Course Outline Semester 2, 2017**

#### **Course-Specific Information**

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the School's Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

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# COURSE-SPECIFIC INFORMATION

## 1 STAFF CONTACT DETAILS

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<b>Consultation Times:</b>	Wednesdays 11:00 am – 12:00 noon (or by appointment)
<b>Tutorial Team:</b>	Syeda Afza: Room 3041, Telephone 9385 9708 Mohammed Razzaque: Room 3017, Telephone 93851435

## 2 COURSE DETAILS

### 2.1 Teaching Times and Locations

Lectures start in Week 1 (First lecture -Tuesday, July 25, 2017) and continue through Week 12 (Last lecture - Tuesday, October 17, 2017).

#### Lecture Time and Location

Lecture in week 1 runs for three hours (900am to 12 noon); however, for Weeks 2 to 12, each lecture runs for two hours (1000am to 1200noon).

CLB 6 is the designated lecture theatre for MARK3081.

#### Tutorial Times, Groups and locations:

There are eleven (11) tutorial sessions for this course each of which will run for an hour. Tutorials start in Week 2 (one on Wednesdays and three on Thursdays at different times and in different class rooms) and continue through Week 12. The tutorial schedule will be posted on MOODLE at the end of Week 1 (July 28, 2017).

A full list of tutorials, times and tutors will be on the Course Website.

### 2.2 Units of Credit

MARK3081 is a 6 credit-point subject. There is no parallel teaching in this course.

### 2.3 Summary of Course

Distribution, one of the 4Ps of marketing, refers to the process of making a product or service available to consumers or business users from its point of production through marketing channels (also known as distribution channels). MARK3081 presents an integrated approach to marketing channel design, channel management and related aspects of logistics. A marketing channel is an inter-organizational system involved with making goods and services available for consumption by enhancing their time,

place, and possession utilities. It comprises the people, organisations and activities necessary for transferring the ownership of goods and services from the point of production to the point of consumption.

Managing the distribution function is clearly a task of strategic importance. The ever-growing complexities of business and dynamic nature of the business environment in the new millennium make the management of a company's distribution function particularly important for marketers all over the world. Decisions taken about the nature and type of channel to use in the distribution of a product or service will considerably affect its profitability. Marketing channel is a powerful strategic tool for management as it links manufacturers/ producers to their customers and influences the company's product, pricing and promotional strategies and is crucial to creating an effective and well-planned marketing strategy.

## 2.4 Course Aims and Relationship to Other Courses

MARK3081 is offered as an elective course for students wishing to complete a major in marketing within the BCom/BEcon degrees. It intends to develop a systematic approach for addressing issues and problems pertaining to distribution and channels by focusing on how firms can effectively and efficiently deliver the market offerings (goods or services) from points of production to points of consumption. Keeping this in view, this course provides students with knowledge of analytic, strategic and managerial aspects of distribution strategy and retail channels. More specifically, it aims to help students to do the following.

1. Develop knowledge about the structure and functions of a marketing channel; channel design, implementation and management; how channel strategy affects and is affected by the other strategic components of the marketing mix.
2. Develop skills to analyse and synthesise information and issues, related to marketing channel management, from several perspectives.
3. Enhance business communication skills required to work effectively within a marketing team.

Note that MARK3081 draws on concepts you have learnt in MARK1012 Marketing Fundamentals. It is your responsibility to ensure that you have successfully completed the prerequisite course, MARK1012. Also note that knowledge gained in MARK3081 will be used in MARK3082 Strategic Marketing Management.

## 2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to **DO** after you have studied this course provided you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to **BE** or **HAVE** by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to **DO** by the end of your degree (e.g. 'participate collaboratively and responsibly in teams'). For more

information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at <https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

By the end of the course, you should be able to:

1. design a marketing channel to meet marketing objectives;
2. critically analyse channel structure in the light of segmentation, positioning and targeting objectives, and environmental constraints;
3. appraise the role of product, pricing, promotion, logistics and selection strategies to secure cooperation from channel members.
4. formulate and assess strategic, operational and tactical channel decisions;
5. analyse the various dimensions of channel design and management issues pertaining to an existing product/service (to be assigned in due course), and write a comprehensive report.

Table 2.5 below shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

**Table 2.5**

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate students:</i>		<i>On successful completion of the course, you should be able to do the following.</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	Gain an overall understanding of current disciplinary as well as inter-disciplinary knowledge on distribution management in local and global contexts.	<ul style="list-style-type: none"> <li>• Tutorial tasks</li> <li>• Quiz/Midterm</li> <li>• Team project</li> <li>• Final Exam</li> </ul>
2	Critical thinking and problem solving	<ol style="list-style-type: none"> <li>1. Apply channel design principles in real world situations.</li> <li>2. Critically analyse channel structure in the light of customer driven strategic objectives, and environmental constraints;</li> <li>3. Explain the role of product, pricing, promotion, logistics and selection strategies to secure cooperation from channel members.</li> <li>4. Formulate and assess strategic, operational and tactical channel decisions.</li> <li>5. Critically analyse the various dimensions of channel design and management issues pertaining to an existing product/service.</li> </ol>	<ul style="list-style-type: none"> <li>• Tutorial tasks</li> <li>• Quiz/Midterm</li> <li>• Team project</li> <li>Final Exam</li> </ul>
3a	Written communication	Effectively present the findings of the investigation conducted on an aspect of channel management in a formal written report.	Major project report Peer Evaluation

Table 2.5 Contd.

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
3b	Oral communication	Make oral presentation of a case and participation in class discussion.	Class discussion/ presentation
4	Teamwork	Complete a major project report.	Team project Team peer evaluation
5a.	Ethical, social and environmental responsibility	Identify and assess environmental and sustainability considerations in channel design.	Not specifically assessed
5b.	Social and cultural awareness	Not specifically addressed in this course.	Not specifically assessed

### 3 LEARNING AND TEACHING ACTIVITIES

#### 3.1 Approach to Learning and Teaching in the Course

To achieve the course aims outlined earlier in section 2.4, MARK3081 provides opportunities to master knowledge of the discipline and skills related to analysis, decision-making and communication in the context of channel design and channel management using different teaching tools.

The various issues to be covered in the course will be presented in their appropriate contexts and perspectives through lectures, tutorials, class discussions, problem solving and case analysis. Written assignment and oral presentation in class will be used to reinforce concepts in their contextual settings.

Learning is a complex process that begins with intellectual stimulation of mind resulting in an excitement and an inherent urge to learn. The process is facilitated and enhanced in an environment that encourages critical thinking and openness to difference challenging the learner to new ideas and concepts, conflicting theories and approaches, and diversity of experience. The responsibility for creating such a learning environment, however, depends on both learners and their lecturers.

#### 3.2 Learning Activities and Teaching Strategies

MARK3081 will be taught using a two-hour lecture plus one-hour tutorial format.

The **lectures** will outline the basic concepts and theories of marketing channel design and management, providing real-world examples, and their managerial implications. Assigned readings will provide more detail about these concepts, and are to be read in your own time to consolidate the lecture material. Lectures will draw on the experiences of teaching staff, students and occasionally industry practitioners.

The **tutorials** will help you understand the concepts covered in lectures in depth, and will provide you with an opportunity to apply the concepts you learned in the course in real world situation. Tutorials also give you an opportunity to practice your oral communication skills through active participation in class discussion.

The *major project* will give you an opportunity to integrate the concepts covered in the lecture and apply them to the management of a hypothetical operating business. You will need to formulate strategic, operational and tactical channel management decisions, and assess the impact of these decisions on business performance.

## 4 ASSESSMENT

### 4.1 Formal Requirements

In order to pass this course, you must:

- pass the final exam
- achieve a composite mark of at least 50;
- make a satisfactory attempt at all assessment tasks (see below);
- attend 80% of the tutorial classes (i.e., eight of the last 10 tutorials)

### 4.2 Assessment Details

The overall assessment scheme for MARK 3081 is presented in Table 4.2 below. This assessment scheme addresses the various Student Learning Outcomes outlined in Section 2.5 (see pp. 2 - 4).

**Table 4.2: Course Assessment Scheme**

Assessment Task	Weighting	Length	Due Date
<b>Individual Assessment: 80%</b>			
Short Quiz	5%	15 minutes	<b>Week 4; August 15</b>
Midterm Examination	15%	40 minutes	<b>September 12, 2017</b>
Final Examination	40%	2 hours	University Exam Period
Class Participation	17%		Throughout the session; from tutorial 2 to 11.
Research participation	3%		TBA
<b>Team Based Assessment: 20%</b>			
Major Project Report	20%	2000 words.	<b>17 October by 11.59pm using TURNITIN on MOODLE</b>
<b>Total</b>	<b>100%</b>		

Note that there are two broad categories of assessments in this course. The first category assesses your ***individual performance (80%)*** through short quiz (5%), mid-term exam (15%), final exam (40%), class participation (8%) and research participation (3%).

The second category assesses your ***performance as a member of a team (20%)*** and includes a major project report (20%) to be completed by your respective team. The diverse nature of the assessment components will ensure that you gain a holistic understanding of concepts and theories related to distribution and learn how to apply them in solving real life distribution problems.



In your first tutorial meeting your tutorial class will be divided into five teams with a maximum of five (but not less than three) students in each team. Each team will *analyse* a case worth 9% (6% for the team written report and 3% for presentation of the case analysis) and complete a *major team project* (to be posted on MOODLE by week 2) worth 20%. Co-operation and collaboration between team members are critical factors for effective team work. More information on *case analysis*, *oral presentation* and *major project* will be made available from the lecture and from the course MOODLE platform by week 3.

Each of the assessment tasks in MARK3081 is briefly described below (pp. 8-9).

### **Short Quiz (5%)**

In week 4, a short Quiz (5% of overall course grade) will be conducted during the last half hour of the scheduled lecture (Lecture 4). This Quiz will be based on materials covered during the first three lectures and conducted during the last 20 minutes of the lecture.

### **Mid-term examination (15%)**

You are required to sit a 40-minute long mid-term exam in Week 8 (September 12, 2017 – during the second half of the lecture). This exam will be based on topics covered during the first seven weeks. The format of the mid-term exam will be posted on MOODLE by September 5, 2017.

### **Final Examination (40%)**

Final examination is a 2-hour exam (with additional 10-minute reading time) which includes all lecture and tutorial materials covered in the course. Format of the exam and other information relevant to the exam will be revealed by Week 11.

### **Class Participation (17%)**

Active **participation** in class/tutorial discussion is a very important element in learning and pursuing new knowledge. Class participation includes active involvement in tutorial activities and discussion as well as presenting a short case analysis (to be assigned to each Team). Additional information on class participation will be provided to you by your respective tutors in due course. From tutorial 2 onwards, degree of participation of each student will be graded. At the end of the course, the grades for participation will be added to determine your overall class participation marks.

**An assessment guide detailing how your case analysis report will be graded will be posted on MOODLE by Week 4.**

It is expected that you will read the assigned chapters and reading materials and analyse the cases before attending your tutorial sessions. If you do not read and analyse the case, you simply cannot talk about it in the class. Your learning is best facilitated by regular participation. Note that punctual attendance in class is very important as it directly affects your participation marks. Please remember that you have the responsibility to share your understanding and judgement with your fellow classmates to advance the group's collective skills and knowledge.

### **Research Participation/Article Review (3%)**

You may have the opportunity to participate in marketing research projects conducted by the school. Participation in such projects will be treated as research participation and award you 3% of the overall course mark. **The 3% is part of the course assessment, and not a bonus 3% on top of the 100%.** Separate details will be provided once the project allocations have been finalised.

Should you not wish to participate, you may complete an alternative assignment to this 3%. The alternative assignment is to write a summary and critique for an academic article (min. 500 words) related to the course content. Article review due date is 27 October (Week 13). Please let the lecturer know that you are not willing to participate no later than Week 9

### **Team Project (20%)**

As shown in Table 4.2 (and mentioned earlier), you are also required to work on a team-project that involves analysing a channel for a product or service assigned to your team and write a comprehensive report (2000 words excluding Table of contents, Executive Summary and Appendix if any; 1.5 spaced, 11pt font, 2.5cm margins) properly referenced using **Harvard Style**). Follow the general guidelines provided on the Major Project brief to be posted on the MOODLE by week 2.

**An assessment guide detailing how your team project report will be graded will be posted on MOODLE by Week 4.**

### **Peer Evaluation**

Your grades for the Major Project report will be subjected to '**peer evaluation**' (see the note in the box below). *This means that everyone in the team **may NOT** receive the same mark.* Co-operation and collaboration between team members are critical factors for team work.

#### **Peer Evaluation**

Each student will evaluate the contributions of their group members (not themselves) for the major project in Week 12 using the School of Marketing's WebPA Peer Assessment on the course Moodle site.

WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal of undergraduate degrees offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member the same score.

Each student's contribution score will be the average of the points received from their group members.

***Adjustments to individual marks will occur where an individual student's peer evaluation score falls below an acceptable level.***

## **4.3 Assignment Submission Procedure**

Each report must have a SoM/Business School cover sheet signed by all team members; do NOT sign on behalf of a fellow student. It is important that you do know

what is submitted under your name. You may find the coversheet at <https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf>

The team project report must be submitted by 11.59 pm on the due date (17<sup>th</sup> October) through TURNITIN using the MOODLE platform. You are also required to submit a hardcopy of the final report to your respective tutor in tutorial 11.

Please keep a copy of all work submitted and all work returned.

#### 4.4 Special Consideration, Late Submission and Penalties

**Late submission** will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence must be submitted through the online special consideration system and must contain information that justifies the extension sought.

*If a student does not receive special consideration for an assessment, but is granted a supplementary assessment anyway, he/she can receive a maximum of 50% of the marks for that assessment.*

For information on **Special Consideration** please refer to the Business School's [Course Outlines Policies webpage](#).

#### 4.5 Protocol for viewing final exam scripts

The UNSW Business School has set a protocol under which students may view their final exam script. Please check the protocol [here](#) or go to the link given below.

<https://www.business.unsw.edu.au/students/resources/student-centre/student-resources/policies-and-guidelines/protocol-for-viewing-final-exam-scripts>

##### Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## 5 COURSE RESOURCES

**The prescribed textbook for the course is:**

Rosenbloom, B. 2012. *Marketing channels: A management view*. 8<sup>th</sup> edition. South-Western Cengage.

This text is available in the university bookshop. A copy is also available in the university library.

**The website for this course is on MOODLE at:** <http://moodle.telt.unsw.edu.au>

Assignment instructions, course announcements and some additional material will be posted on Moodle throughout the semester. Please check Moodle regularly, and at least twice a week.

Occasionally, additional readings may be suggested/provided on MOODLE.

### **Additional content resources**

Many journals contain articles about channel design and management, which can be useful in preparing the application exercises and the individual project. Some of these journals are \* *International Journal of Retail and Distribution Management* \* *Journal of Retailing* \* *Journal of Business and Industrial Marketing* \* *Industrial Marketing Management* \* *E-Commerce Research and Applications* \* *International Journal of Physical Distribution and Logistics Management* \* *Journal of Marketing Channels*.

Many newspapers and trade magazines such as: B&T Magazine \* Business Review Weekly \* CRM Magazine \* Marketing Management \* The Australian \* Wall Street Journal also contain channel-related articles.

### **Additional student resources and support:**

Library information/subject guides etc. are available at <http://info.library.unsw.edu.au/web/services/services.html>

## 6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. In MARK3081, we will seek your feedback through end of myExperience survey. We would encourage you to participate in the survey and give us your feedback which help us improve the course structure, content, delivery and administration.

## 7 COURSE SCHEDULE

A tentative course schedule is presented on page 10 (next page). This course schedule is subject to revision. Any change in the schedule will be posted on MOODLE.

# MARK3081

## Tentative Course Schedule

COURSE SCHEDULE				
Week <i>Lecture date</i>	Lecture Topic	Tutorial Topic	References	Other Activities/ Assessment
Week 1 <b>25 July</b>	Channel Concepts Channel Environments	<b>NO TUTORIALS</b>	Chapter 1 Chapter 3	
Week 2 <b>1 August</b>	The Channel participants	Materials covered in Week 1 Lecture	Chapter 2	Formation of Teams
Week 3 <b>8 August</b>	Behavioural process in marketing channels	Materials covered in Week 2 Lecture	Chapter 4	
Week 4 <b>15 August</b>	Strategy in Marketing Channel	Materials covered in Week 3 Lecture	Chapter 5	<b>Short Quiz</b>
Week 5 <b>22 August</b>	Designing the marketing channel Target markets and channel design	Materials covered in Week 4 Lecture	Chapter 6 Chapter 8	Case Study 1
Week 6 <b>29 August</b>	Selecting the channel members and motivating them	Materials covered in Week 5 Lecture	Chapter 7 Chapter 9	Case Study 2
Week 7 <b>5 September</b>	Channel Management and the marketing mix	Materials covered in Week 6	Chapter 10 Chapter 11	Case Study 3
Week 8 <b>12 September</b>	Channel Management and the marketing mix	Materials covered in Week 7 Lectures	Chapter 11 Chapter 12	<b>MIDTERM TEST</b>
Week 9 <b>19 September</b>	<i>Marketing Channels for service</i>	Materials covered in Week 8 Lecture	Chapter 17	Case Study 4
<b>Mid-semester break: 23 September – 2 October inclusive (2 Oct = Labour Day Public Holiday)</b>				
Week 10 <b>3 October</b>	Retail Channels	Materials covered in Week 9 Lecture	Handout	Case Study 5
Week 11 <b>10 October</b>	International Channel Perspectives	Materials covered in Week 10 Lecture	Chapter 18	TBA
Week 12 <b>17 October</b>	Evaluating Channel Member Perspectives Course Review	Materials covered in Week 11 Lecture	Chapter 14	<b>Submission of Major Project Report</b>
Week 13 <b>24 October</b>	NO LECTURE	NO TUTORIAL		